



# The Best-Kept Secret of Self-Confidence

with David Benzel  
America's Sport Family Coach

# Chump to Champ Principles

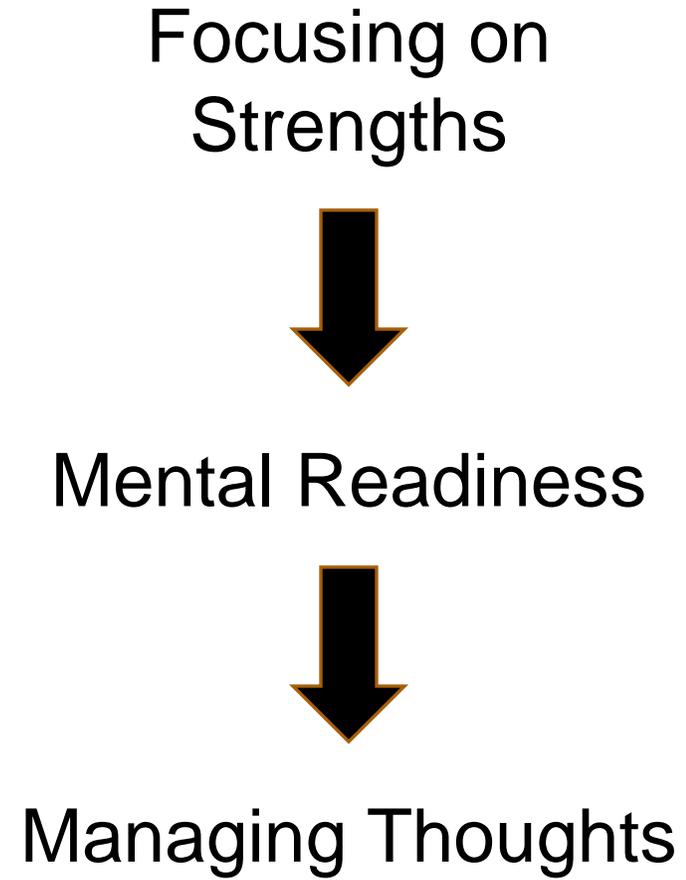
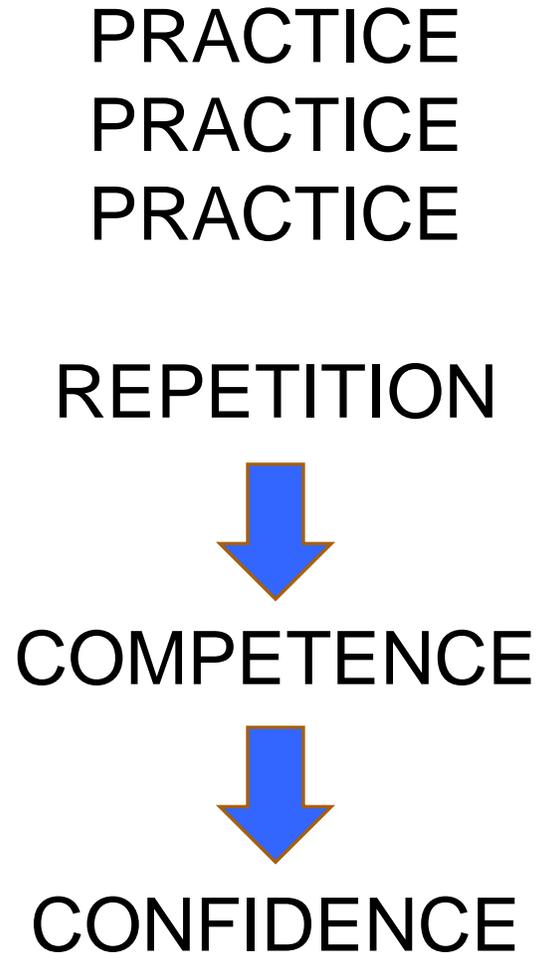
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1. The opinion that matters most to your children is what *they* think *you* think of them.
2. Children are unaware of the power of negative thoughts and what to do about them.

## Recommended Reading:

- Confidence Code by Katty Kay & Claire Shipman
- GRIT by Angela Duckworth
- Flourish by Martin Seligman
- The Happiness Advantage by Shawn Achor

## The Confidence Equation has Two Sides



# “He has totally lost his self-confidence.”

In what kind of situations do you find your child lacking confidence?

- When overly criticized;
- When performing poorly;
- When injured;
- When trying something new;



Fact: Athletes perform above average only about 50 % of the time!



# Why Self Confidence Affects Performance

- Fact: No one ever performs consistently at a level higher than what they believe to be true about themselves.

The three fastest ways to undermine a child's self belief:

- Criticize
- Complain
- Condemn

## **What is our assignment?**

Help our children improve what they believe is true about themselves.

# How Do These Behaviors Affect Confidence?

Ridicule

Force

Compel

Control

Punish

Manipulate

Boss

Coerce

Criticize

Blame

Complain

Nag

Badger

Withdraw

Care

Listen

Support

Negotiate

Encourage

Love

Befriend

Trust

Accept

Respect

Welcome

Esteem

Empower

Edify

*You are  
inadequate.*

*I  
believe  
in you.*

# Confidence in Self

What are the enemies of self-confidence?

**DOUBT**

**FEAR**

Where do these enemies come from?

**THE LIES WE BELIEVE ABOUT OURSELVES!**



...What's the source of our deepest lies?

**The messages we have received,  
and the messages we made up.**

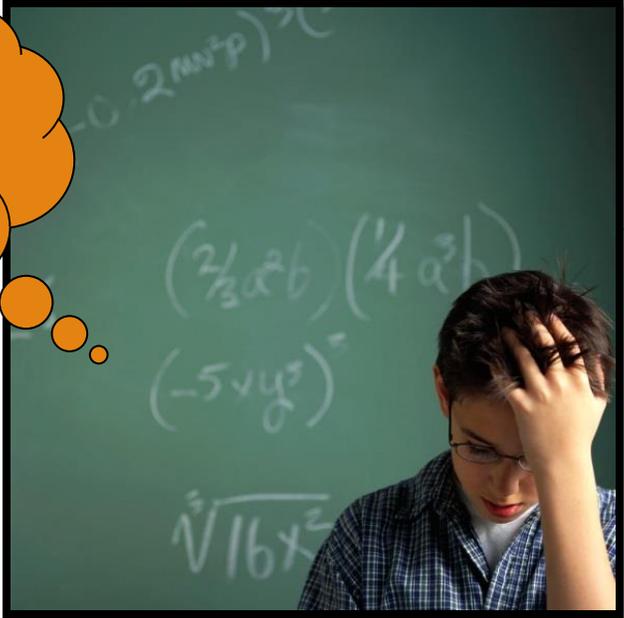
The Law of Belief

Whatever we believe with feeling becomes our reality."

# WARNING!

“ALL MESSAGES SENT WILL BE REMEMBERED AND ACTED UPON AS IF THEY ARE TRUE.”

-- Dr. Shad Helmstetter



“I stink at math!”

“I am a good problem solver because I never give up.”

# From Thought to Performance

80% of what we do each day is directed by our subconscious mind.



- The language of the brain is pictures, and our thoughts generate our pictures.

- The subconscious mind does not evaluate our pictures as being good or bad, right or wrong; it just accepts and **believes** the pictures we send.

- Our subconscious mind is constantly at work trying to create reality out of the pictures we send it.



To change your world,  
you must first  
change your  
thoughts!

The Best-Kept Secret  
of Self-Confidence...  
*“You are the author  
of your thoughts.”*

# Identifying Our Roadblock Messages

Limiting beliefs are fed by the negative messages (self-talk) we hear ourselves say. They hold us back from reaching our potential.

## What Roadblock Messages Do You Hear Yourself Say?

### Examples:

- I can't remember people's names.
- I'll never be comfortable speaking in front of a group.
- I can't get organized.
- I don't have the patience for it.
- I can't stick to a diet.

Ask Your Child: "What do you hear yourself say when you think you can't do something?"

- I can't ever come from behind to win a race."
- Workouts are too hard for me.
- The other kids are bigger so what chance do I have?
- I'm so slow!
- No one on the team likes me.

# Reprogramming Our Software

To change our performance we must first change our beliefs about ourselves. This happens when we change our thoughts.

## What new messages could you give yourself?

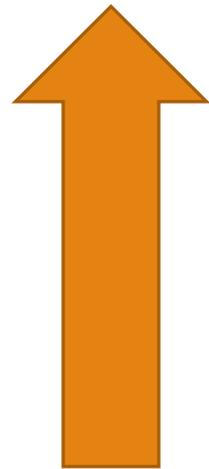
- I am very good at paying attention when introduced to someone new.
- I am comfortable when speaking to a small group.
- I put things away when I'm finished with them.
- I am good at taking a deep breath when patience is needed.
- I often say "No thank you" when offered food I don't need.

## Help your child create new positive "I am" statements.

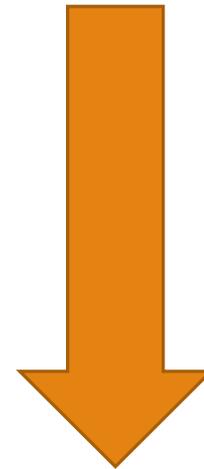
- I am confident about my strengths.
- I enjoy a challenge.
- I overcome obstacles and learn from my mistakes.
- I am good at leveraging my strengths.
- I am a good friend.

# Confident and Assertive

**Testosterone**

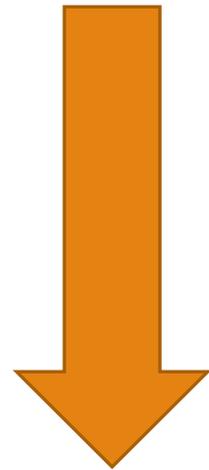


**Cortisol**

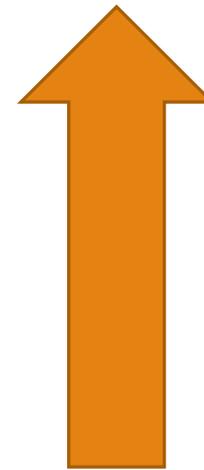


# Insecure and Stressed

**Testosterone**



**Cortisol**





Just two minutes of posing in a powerful posture can cause a chemical change in hormone levels...



...and increase the chances of performing more confidently.

**YES!**  
The body affects the  
mind.

# How to Perform Well Under Pressure



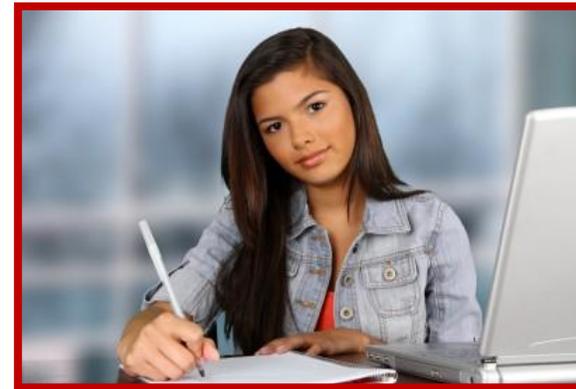
## Naturally Produced DHEA

A neuro-steroid produced by the body that facilitates brain growth from stress

DHEA balances out the negative effects of cortisol and allows high performance to replace fear.

## How is this done?

Change your mindset and your body chemistry by changing the story!



**NOTE: DHEA and the related compounds, 7-hydroxy-DHEA and 7-keto-DHEA, are prohibited in sport as anabolic agents, even though they can be purchased legally in the U.S. as an ingredient in dietary supplements.**