

**toby & kate**  
**mccartney**

NLP TRAINING FOR PEOPLE IN BUSINESS

reveal the  
**confident you!**



'I am Gerard and today I am one of the most confident people I know but ask anyone that has known me for more than the last 12 months and they will tell you that I have not always been this way. I used to find approaching women particularly difficult. I avoided any environment where I would be expected to speak to a single woman on my own because I would sweat heavily and my voice went croaky. Then I discovered NLP when it was introduced to me on an away day from work. I learnt some simple exercises, practiced them at home, and then within a couple of months my friends started noticing a real difference in me (I think they saw it even before I did). I was just comfortable in all situations. I started to put my opinions across at work and got recognition for my input. Dating became something that I was excited about (not scared of). I now have a girlfriend (we have been together for over 6 months) and she told me that she was attracted to my 'confident and charming manner' ! It's incredible.'



## Why not being confident is really a problem?

I had been working with individuals for years before I finally realised that over half had exactly the same problem – lack of confidence. My experience tells me that this problem is often disguised as something different, for example one client told me that she was unhappy because she was not successful at work. She was unsuccessful because she was not confident in putting herself forward in front of her colleagues, and as such her boss looked over her for managing projects and for promotions. Many years had gone by in this way. Another client told me that he felt unfulfilled because there were problems in his relationship, and this case boiled down to a lack of confidence in perusing a meaningful and passionate relationship.

The problem is not the absence of the ‘pleasant confident feeling’ but what that then prevents us from doing, creating, being. It massively restricts our potential, stops us getting that promotion, creating that business or falling in love. In fact, it creates multiple problems in multiple areas of our life.

Sorry but it gets worse...

There is a great saying that I use a lot, let me share the first part of it with you now:

*“We are what we repeatedly do”*

So the more we practice holding our self back and being uncomfortable the easier and more natural it becomes. We get consistently better at restricting our potential.

Think about any area of your life where you lack confidence (maybe romantically or at work) think back to a specific time when you acted without confidence. Notice now, because of the way you behaved, what you missed out on experiencing or having...scary isn't it? But wait...there is good news....

If you have practiced living without confidence and have become very good at that, then this is the perfect evidence that when you start living with confidence you will get increasingly good at that too. The second part of the saying that I like is:

*“Excellence then is not an act, but a habit” Aristotle*

## What is NLP and why is it THE best solution EVER for creating new habits?

You probably already know that life would be much much better if you felt confident, but just knowing that doesn't seem to help does it? That's because using your conscious mind alone to try to create a change will never work (as you've discovered) habits are controlled by our unconscious mind.

The great news is that you can change your day-to-day habits at a deep unconscious level, and I'd like to show you how. If you lack confidence it's not your fault – it's the natural results of your current internal programming. The only way to become and stay confident is to tap into the power of your unconscious mind to change your habits and start being the you that you truly are. I have taught NLP to literally hundreds of people over the last 10 years either in a one-to-one coaching environment or in a training room, and have watched the power of NLP change people's lives countless times. Now it's your turn...

So to become confident we simply need to be confident a number of times until a new habit is formed. Each time we are confident we have laid another brick in our confident foundations. I am about to share with you a fantastic exercise that will help you fast-track this process, I have used it countless times with others and am consistently amazed at the power of this simple and easy exercise. But before I do, I need to ask you a quick question.

Have you ever cried during a movie? Or ever woke up feeling bad because you had a nightmare? Even although we know that movies and dreams are not real, our unconscious mind cannot tell the difference between what's real and what are just images in our mind. The tears or feelings of fear are evidence that our unconscious mind thinks what's happening is real.

I want to share with you an exercise that I have learnt from NLP that uses this concept in a positive way to install new habits. During this exercise your unconscious mind will not know that the events you are thinking about are not actually happening and so you will start to feel positive and confident, and remember 'we are what we repeatedly do' so the more times you repeat the feeling of confidence the more you are growing your confidence muscle and making that your new habit.

*Before you do the exercise read through all the steps. You might find it helpful to close your eyes whilst visualising.*

## one

Remember a time when you felt really confident. Remember a specific event. Imagine yourself floating back in time to that event and float down into your body inside the event. Remember everything you can about that event, notice what you can see, hear and feel.

## two

Keep focusing on what you can see, hear and feel.

## three

Notice whereabouts in your body you feel that confident feeling and make the feeling even bigger so it spreads out over your whole body. Imagine a dial and turn it up. Increase the feeling more and more.

Allow the feeling of confidence to grow and grow and when it feels good squeeze your fingers together and make a fist.

## four

Return to the present.

## five

Now repeat the process for another 5 events in your life, and once again when you start to feel really good squeeze your fingers together and make a fist.

## six

Testing the work you've done so far: Now make a fist again and start to notice how the feelings of confidence start to come back within you. This exercise is comparable to building a muscle. The more you do it the stronger the feeling of confidence will be. You have now created something that can be used consciously when you want to feel more confident. In fact – think of an situation that is coming up in your future that you usually lack confidence in, and as you think about it squeeze your fingers together and make the fist, allowing the feelings of confidence to return and notice how you start feeling differently about that situation in your future.

### **Top Tip for growing the confidence muscle:**

Pick events from your past when you felt VERY confident and positive. If you can't think of multiple occasions you can use the same time more than once – it will work just as well, and don't worry if this tool has not worked for you straight away. If this is the case you simply need to practice it a few more times. Our muscles all develop and stretch in their own time – they just need consistency and patience – so keep going – I promise it's worth it.

To learn more visit [www.tobyandkatemccartney.com](http://www.tobyandkatemccartney.com)

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