THE IMPORTANCE OF CONFIDENCE IN DIGITAL MARKETING
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- 9 Years experience in content marketing
- Heads up the connective3 Manchester office
- Worked with brands including Wren Kitchens, Ann Summers and Nike
ONE THIRD OF YOUNG PEOPLE LACK CONFIDENCE

WHAT IS CONFIDENCE?
A FEELING OF TRUST IN ONE’S ABILITIES, QUALITIES AND JUDGEMENT.
YOU CAN GROW CONFIDENCE TO A LEVEL WHERE YOU FEEL FINE IN SITUATIONS WHERE YOU HAVE ZERO LEVELS OF EXPERIENCE
WHAT IS RESILIENCE?
THE PSYCHOLOGICAL STRENGTH TO COPE WITH STRESS AND HARDSHIP
32% of the UK working population have low levels of resilience to stress.

WHY ARE THEY SO IMPORTANT IN A DIGITAL MARKETING TEAM?
DIGITAL MARKETING IS NOT EASY
WHY?

1. CREATIVE + ANALYTICAL

2. RESULTS DRIVEN

3. PUBLIC SCRUTINY
YOU NEED TO BE CONFIDENT TO REALLY HARNESYOUR CREATIVITY
BARRIERS
LOW SELF ESTEEM + WORRY + ANXIETY + STRESS RESPONSE
OVERCOMING THE BARRIERS
PRIORITISE WORKING ON SELF-ESTEEM
CHALLENGE NEGATIVE BELIEFS AND SELF-DEPRICATING LANGUAGE
HELP PEOPLE RECOGNISE WHAT THEY ARE GOOD AT
ENCORAGE

ASSERTIVENESS
FEAR OF FAILURE
HAS THE FEAR OF FAILURE EVER HELD YOU BACK?
“Don’t be afraid to fail. Don’t waste energy trying to cover up failure. Learn from your failures and go on to the next challenge. It’s ok to fail. If you’re not failing, you’re not growing.”

- H. Stanley Judd
NURTURE AN ENVIRONMENT WHERE YOUR STAFF ARE NOT AFRAID TO FAIL
To persevere in the face of failure requires a mentally tough attitude. Without it, we are likely to lose confidence or interest in trying again, and give up.
YOU CAN ALWAYS GET BETTER
1. BUILD TRUST
2. CHALLENGE ANXIOUS THOUGHTS
3. BRAINSTORM
DIFFERENT PATHS, DIFFERENT JOURNEYS
COMPARISON IS THE THIEF OF JOY
No, really.

Research has found that comparing breeds feelings of envy, low-self confidence, and depression, as well as compromises our ability to trust others.
HOW DO YOU STOP COMPARISONS?
THE DREADED COMFORT ZONE
“A psychological state in which things feel familiar to a person and they are at ease and in control of their environment, experiencing low levels of anxiety and stress.”
55% of Brits never leave their comfort zone.
31% can’t remember the last time they tried something new.
45% OF BRITS LIVE IN FEAR THAT THEY WILL ONE DAY REGRET THIS
CREATIVES NEED TO LIVE OUTSIDE THE ZONE

Openness to experience is the best predictor of creative achievement.

AVOID THE SAFE CHOICE
SAY YES
MORE
Volunteer for new tasks
SEEK

FEEDBACK
HOW TO PRACTICE CONFIDENCE AT WORK
ENCOURAGE PEOPLE TO PICK UP NEW SKILLS AND BOOST KNOWLEDGE
SET SMALL GOALS AND CHANGE ONE SMALL HABIT AT A TIME
HIGHLIGHT AND BUILD ON STRENGTHS
ENCOURAGE PROACTIVITY AND INDEPENDENCE
EMBRACE
FAILURE
KEY TAKEAWAYS
LOW SELF-ESTEEM, WORRYING AND ANXIETY AND THE FIGHT OR FLIGHT RESPONSE ARE THE MAIN BARRIERS TO DEVELOPING CONFIDENCE AND RESILIENCE.
WORKING ON IMPROVING SELF-ESTEEM, EMBRACING FAILURE, HAVING A GROWTH MINDSET, WORRYING LESS AND STOPPING COMPARISONS IS THE BEST WAY GROW CONFIDENCE AND RESILIENCE.
PUSHING YOURSELF AND YOUR STAFF OUTSIDE THE COMFORT ZONE IS IMPORTANT FOR CREATIVE THOUGHT.
PRACTICING CONFIDENCE TECHNIQUES WILL IMPROVE YOUR WORK, YOUR ATTITUDE, AND YOUR OWN PERCEPTION OF YOURSELF.
JUST LIKE ANY OTHER SKILL IN LIFE, CONFIDENCE TAKES PRACTICE. TRUST THAT MAKING SMALL CHANGES WILL ALL ADD UP.
BE KIND TO YOURSELF
“THAT IS THE KEY TO NAVIGATING THIS LIFE — DON’T TAKE IT TOO SERIOUSLY. THAT’S WHEN THE PARTY BEGINS.”