

# 3 C'S TO CAREER SUCCESS

workshop by **Shenin Lebrun**  
Founder of Hustle & Heart



# CONFIDENCE



# WHY IS IT IMPORTANT TO BE SELF-CONFIDENT?

Self-belief is the source of all positivity. You can overcome any obstacle, knock down any door, solve any problem and weather any storm.

**SELF CONFIDENCE IS A SKILL**



**pv**  
PICTURES

#ALLESVOORELKAAR

*Alles  
elkaar*

**pv**  
PICTURES

eOne



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\* **I. Do More Of What Makes You Happy.**



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\* Whatever it is you love, create space for it, because life is short- you need time to enrich your life and to recharge to be your best self.

# 2. Focus on your strengths!



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### **\*3. Get things done**

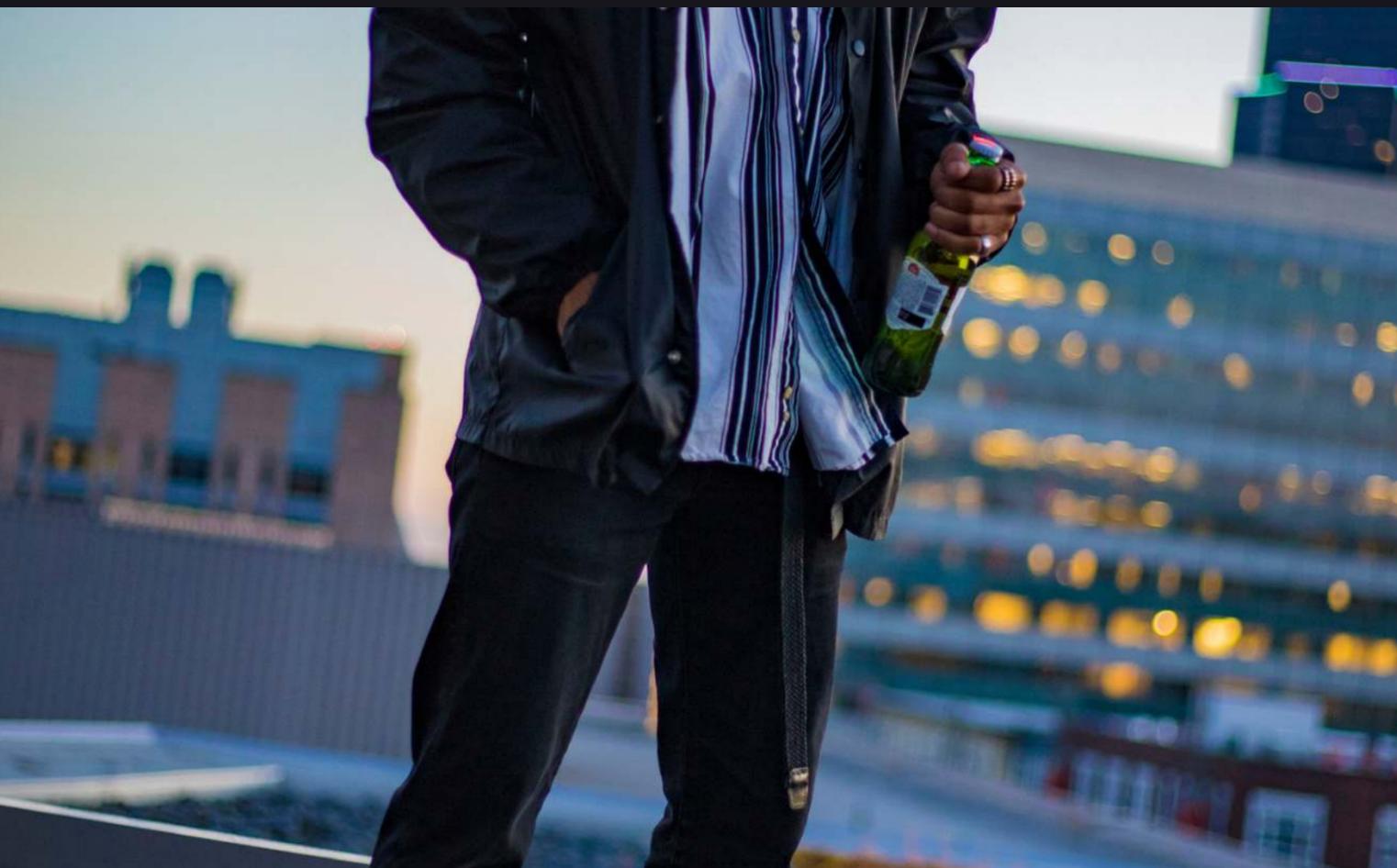
Confidence is built on accomplishment.



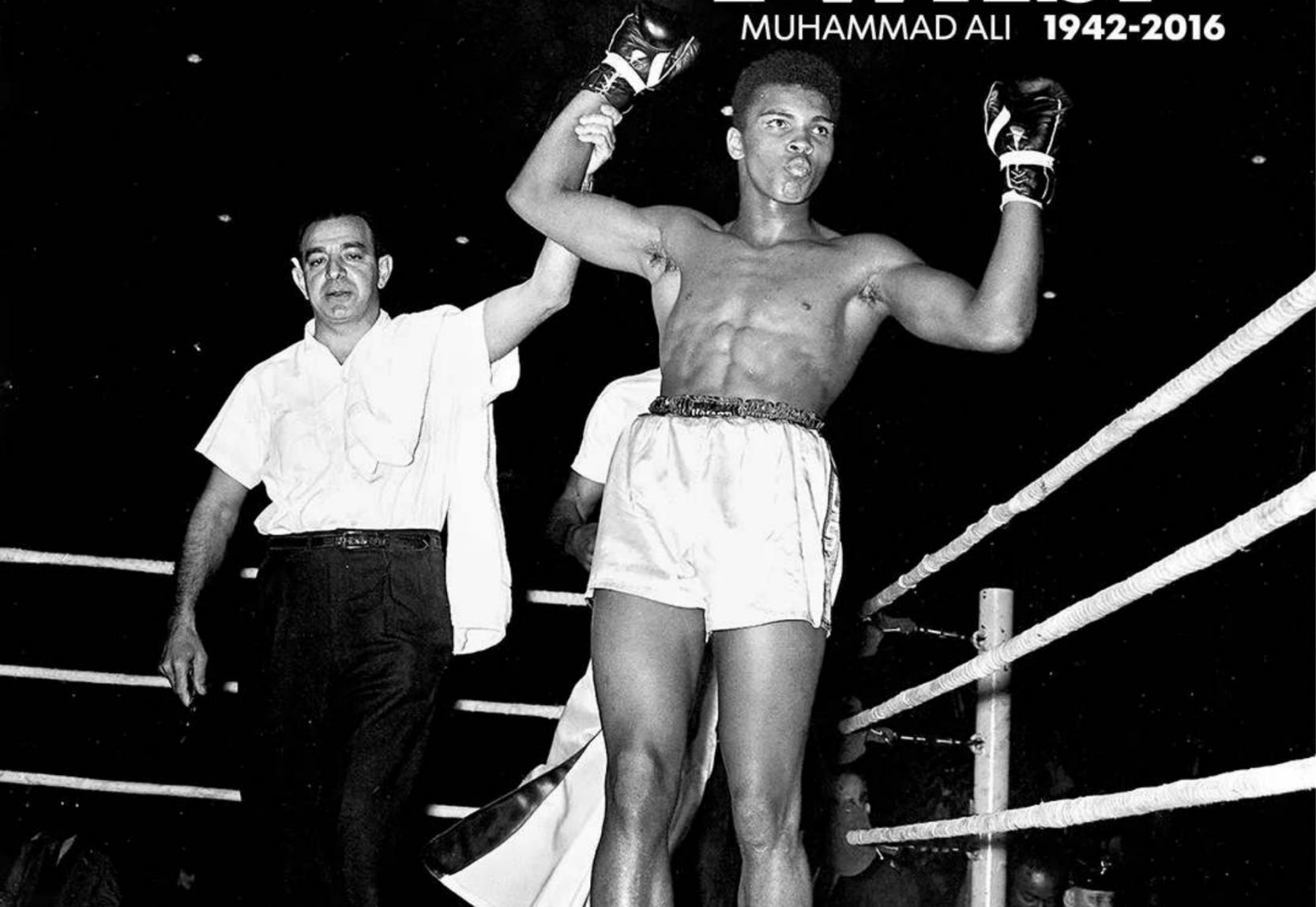
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### **\*Monitor progress**

The best way to reach your goals, big or small, is break them into smaller goals and to monitor your progress.



**“I AM THE  
GREATEST.  
I SAID THAT EVEN BEFORE  
I KNEW  
I WAS.”**  
MUHAMMAD ALI 1942-2016



## 4. Eliminate negative language & introduce positive self-talk

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Thoughts influence action. Get away from people who will tear you down.





# 5. Be Fearless

FAILING ISN'T YOUR ENEMY,  
IT'S FEARING FAILURE THAT  
TRULY CRIPPLES YOU



REPETITION REPETITION REPETITION REPETITION  
PRACTICE PRACTICE PRACTICE PRACTICE  
REPETITION REPETITION REPETITION REPETITION  
PRACTICE PRACTICE PRACTICE PRACTICE

6.



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## **TAKE YOUR TIME**

Take your time and be patient with your progress and professional development plans.

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## **BE PERSISTENT**

Change can take time to make, and you may find you need to adjust your goals

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## **KEEP DEVELOPING YOUR MINDSET**

Have a growth mindset

# **Tips for implementing confidence- building strategies**

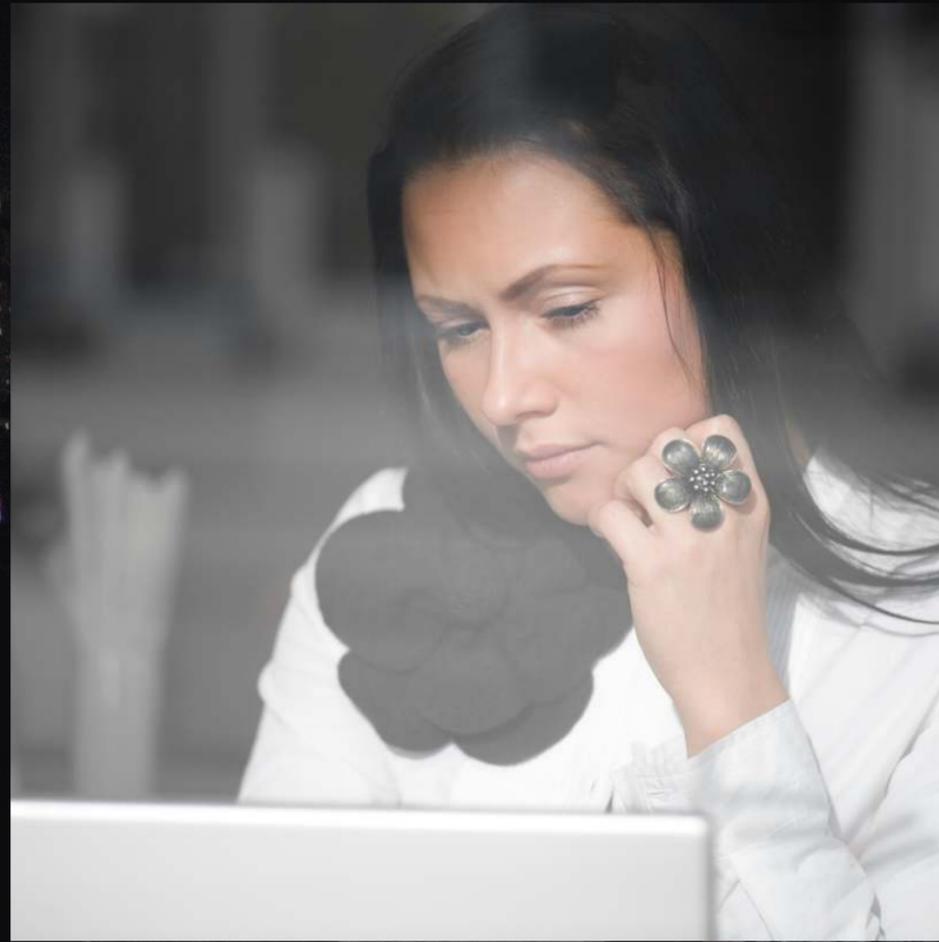
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**CONNECT TO  
YOUR INNER  
FEELINGS**

Question yourself



**ASK YOURSELF  
WHY YOU ARE IN  
THIS SITUATION**

Reflect



**MAKE SURE YOU  
HAVE GO TO  
PEOPLE**

Revalidate

# COMMUNICATION



# SELF-PROMOTION

Self-promotion is vital in today's competitive driven world and self-promotion is an important tool for every professional at every level, not just for executives.

**SELF PROMOTION NECESARRY CAREER SKILL**



WHAT IS  
YOUR PERSONAL  
BRAND?



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"I am so proud, within just 1,5 years of being a fulltime entrepreneur, a mentor to female professionals, I was able to sign and work with the most amazing clients like, Nike, ABN AMRO Bank, PwC, Lululemon, AKQA, just to name a few. This helps me realize my mission of an equal workplace".





1. Radiate confidence.

2. Know your strengths.

3. Don't promote yourself – promote what you believe in. Let your passion for what you do shine through.

4. We always love to talk in the we form, however use I statements when you promote yourself.

5. Start thinking about self promotion as a service.

6. Make cheerleaders & fans of colleagues; feed them with your achievements.

7. Practice your pitch!



Natalie has a strong creative strategic vision with extensive knowledge across commercial, product and merchandising.

She strives to make all athletes better through telling compelling athlete stories. She is passionate about connecting the brand to the consumer.

She has a proven track record in creating, developing, and executing both global and local marketing campaigns through brand building and premium positioning in knowing the European Marketplace.

Natalie is highly motivated, optimistic, and empathetic leader with an athlete mindset. Her ambition is to one day to become a GM.

**LYRIC**  
**Strengths**  
**Achievement**  
**Mission / ambition / dream**

# CON NEC TIONS



70-80% OF JOBS ARE FILLED THROUGH NETWORKING.  
**Who is currently networking?**



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## **\*Strategic networking**

Enlisting the support of people who can help you to achieve your career goals

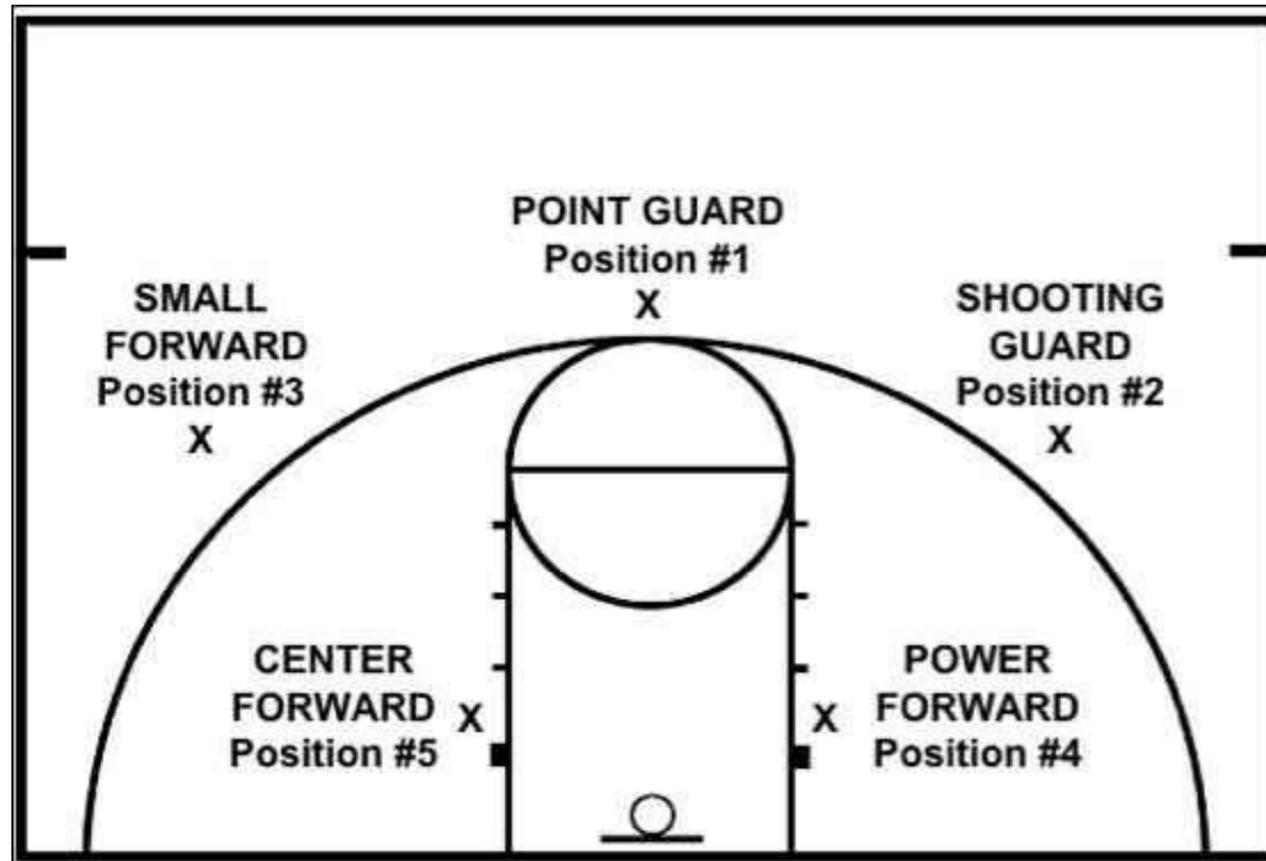


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## **Personal networking**

Enhancing your personal & professional development through inspiration

# BUILD YOUR PERSONAL BOARD OF ADVISORS



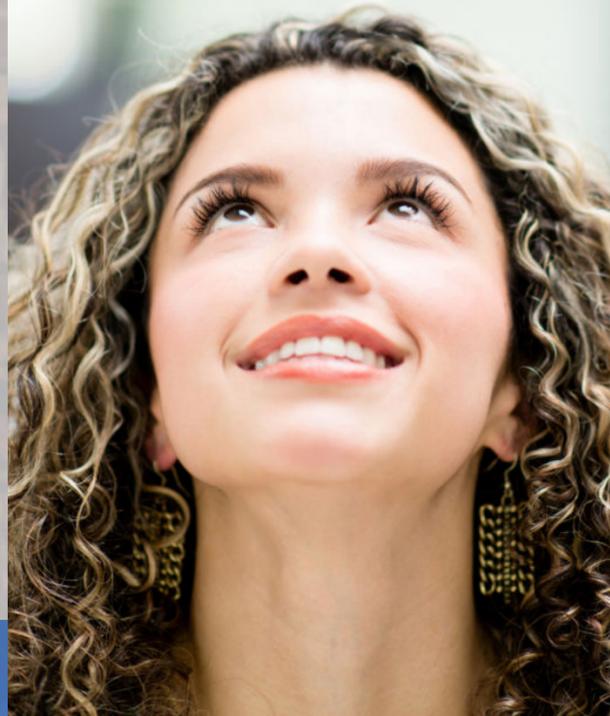
## POSITIONS

1. MANAGER
2. MENTOR
3. COACH
4. SPONSOR
5. THRUTH TELLER
6. CHOIR
7. NO1 FAN
8. CREATE YOUR OWN

There are many possible roles; don't let this list limit you!



HUSTLE & HEART



SOMEONE  
YOU  
ADMIRE



SOMEONE YOU  
WOULD LIKE TO  
GET TO KNOW  
BETTER



SOMEONE YOU  
WOULD LIKE TO  
HELP



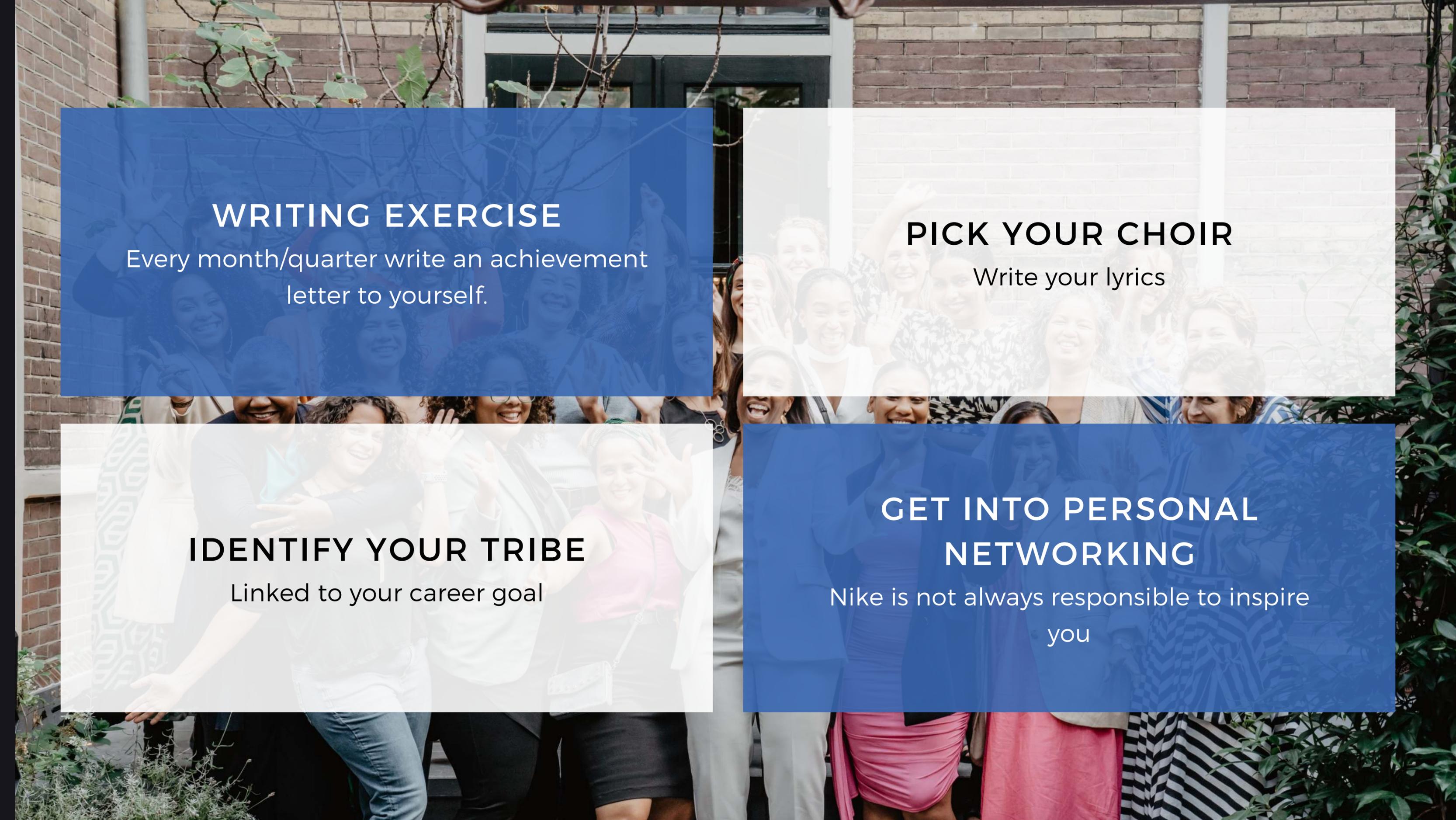




CONFIDENCE: BELIEF IN YOUR SELF

**IF YOU CAN'T CHANGE THE  
PEOPLE AROUND YOU,  
CHANGE THE PEOPLE  
AROUND YOU.**

**IT IS OFTEN NOT ONLY  
ABOUT YOU. IT'S ABOUT  
WHAT WE DO FOR THE  
NEXT GENERATION**



## WRITING EXERCISE

Every month/quarter write an achievement letter to yourself.

## PICK YOUR CHOIR

Write your lyrics

## IDENTIFY YOUR TRIBE

Linked to your career goal

## GET INTO PERSONAL NETWORKING

Nike is not always responsible to inspire you

# Thank you! Questions



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