



# ‘Building confidence and shifting your state’

Presented by Nick Thomas  
September 2024



# Welcome and Thankyou

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60-minute webinar

Slides and recording link available from Council

Chat/Q&A

## **Nick Thomas**

- Background in Insurance Broking Sector. Sales and Sales Leadership specialist
- Widely qualified coach and personal development specialist
- Coaching, training and consulting – Insurance M&A

## **Nick Thomas & Associates**

- Up to the minute training solutions addressing the challenges of the modern insurance professional
- Technical insurance; sales, business and soft skills; customer service; management and leadership; performance, resilience and wellbeing



# Objectives

*'Begin with the end in mind'*

Stephen R. Covey,  
*The 7 Habits of Highly Effective People'*

By the end of the session delegates will:

- Understand that our emotional state affects our capabilities and performance
- Understand that our state comes from our physiology, thinking and emotions
- Recognise that our states need not be dictated external events outside our control, but instead that we can create them ourselves
- Be able to utilise some strategies and techniques to 'break' unhelpful states and shift to powerful states that help them achieve successful outcomes

# What holds us back?

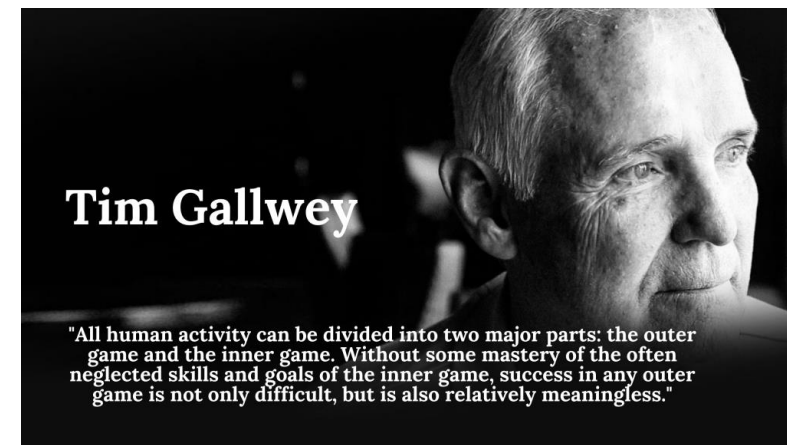
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Performance[P] = potential [p] – interference [i]

**Tim Gallwey**

*'The good news is that whether personally or professional, individually or collectively, the **biggest obstacles we face are placed by ourselves from within not from without.** Fear, doubt, uncertainty, lack of confidence and focus are all internal dialogues that not only influence our outer actions and results but everything that we hope to achieve with our own lives and manifest with our lives'*

**Performance Consultants**

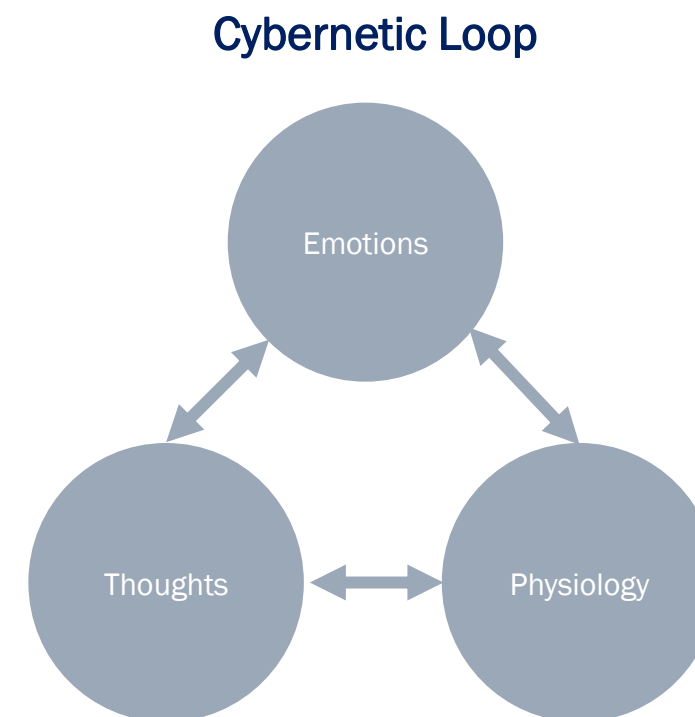


PERFORMANCE  
CONSULTANTS

# States

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- State = our way of being in any moment
- ...comes from our **thoughts, emotions and physiology**
- ...they are all connected and influence each other in a cybernetic loop.
- **Our state affects our capabilities...**



# States

Our state affects our capabilities...

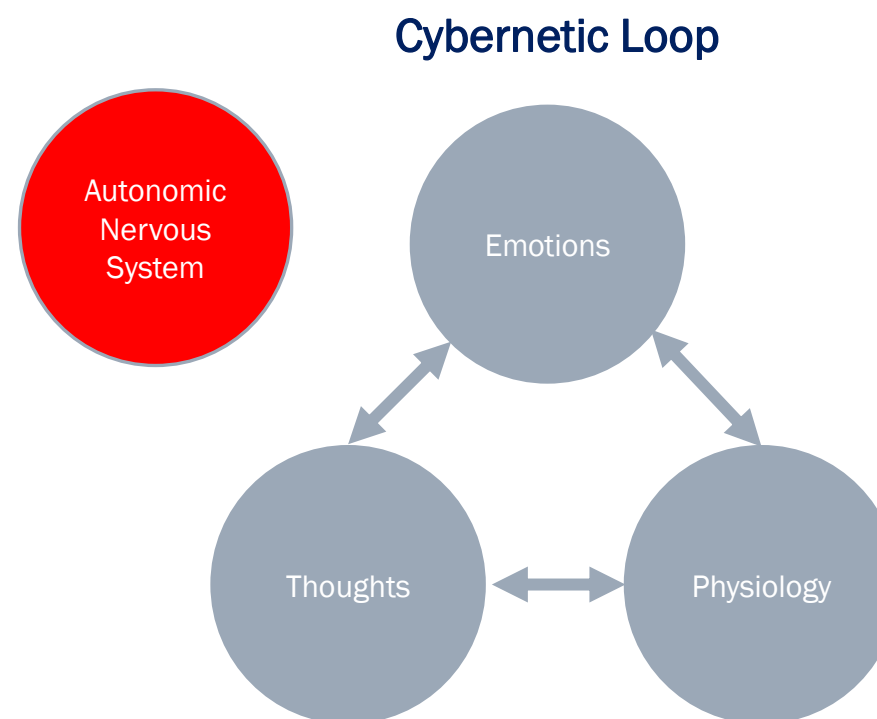
- Performance Anxiety – e.g., presentations
- Stops us taking action – cold calling,
- Making friends

We believe states are outside our control

*‘You make me so angry’*

BUT we can create them and choose them to serve us – ‘resourceful’ states

*‘There are no unresourceful people, only unresourceful states’*



# Resourceful states

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*What state will serve you best for:*

- *Learning*
- *Public speaking and presenting*
- *Negotiation*
- *Objection handling*
- *Making friends*
- *Others?*



# Shifting State - tools

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- Reframing
- Focus
- Self-talk/coaching
- Visualisation
- Movement
- Breathing
- Body language
- Anchors





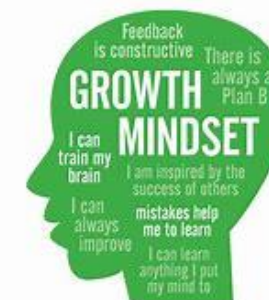
# Shifting State - tools

**Framing and Reframing** - nothing has meaning in itself – the meaning is dependent on the context

- **Reframe** – change the meaning
  - ‘I’m no good at sales – I’m an introvert’*
  - ‘introverts are often great listeners which is great in sales’*
- **Pre-framing** – dealing with potential objections.
  - ‘I’m not going to be perfect at this straight away’* [four stages of learning]
  - Cold calling – ‘every ‘no’ I get is closer to a ‘yes’*”
- **De-framing** – destroying a frame of reference



‘If in Fixed Mindset, reframe to a Growth Mindset’  
**Examples?**

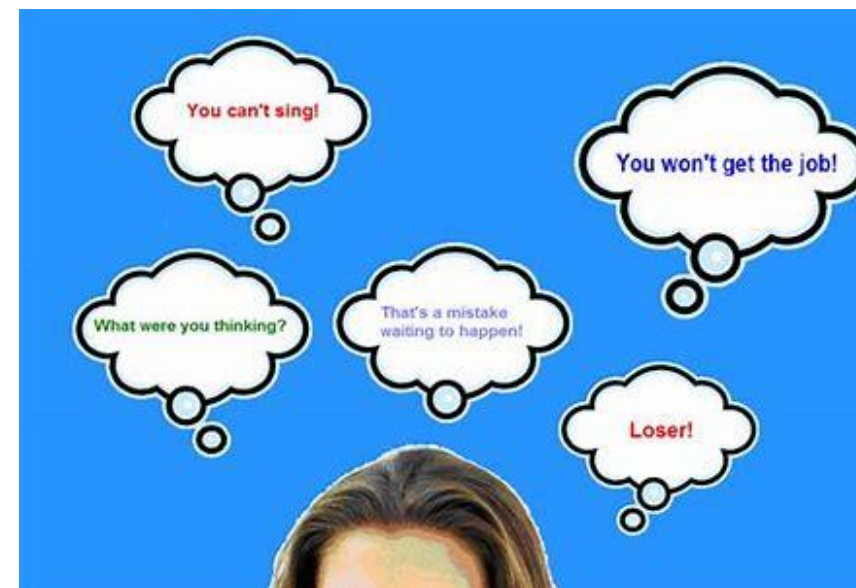


# Shifting State - tools

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## Self-talk – empowering or limiting

- **Mental tennis** – two parts in conflict. Back and forth. Energy, time wasted. Stuck.
- **Catastrophe/snowball thinking** – taking something very minor and building it up. Anxiety and fear. Stuck
- **Self-battering** – inner critic. Low self-esteem, inactivity, hopelessness, lack confidence
- **Camel thinking** – overload ourselves by trying to work through too many things at once. Exhaustion, overwhelm, stress
- **Vs. positive self-talk/self-coaching** – encouraging and compassionate
- **Calming the monkey mind** – breathing/mindfulness/meditation



# Shifting State - tools

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## Focus

Focus on **positive outcomes**

- The unconscious mind cannot process negatives
  - 'Don't think of an elephant...'*
  - 'Don't hit it in the water...'*
  - 'Don't trip over the computer cables walking up into the presentation...'*
  - 'Don't say um and err...'*
  - 'Kids – don't run onto the road'*
- We give ourself an unconscious command
- What do we visualise?



**Between stimulus  
and response  
there is a space.  
In that space  
is our power  
to choose our  
response. In  
our response  
lies our growth  
and our freedom.**

Viktor E. Frankl

# Shifting State - tools

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## Visualisation – bad and good ‘mind movies’

- Human nervous system cannot tell the difference between a real and a vividly imagined experience
- Rewires the neural circuitry of the brain directly improving performance

*‘Visualisation techniques can improve motor skills, grow muscle strength, increase self-confidence, attention concentration and decrease anxiety’*

**Visualisation techniques in sport - the mental road map for success [September 2020]**



*‘I never hit a shot, not even in practice, without having a very sharp in focus picture of it in my head’*

Jack Nicklaus

*‘...how do you do it in real life? How can you tap into the power of visualization and enjoy all its benefits? ...you need to imagine the specific situation in as many details as possible using all your senses – you can see it, smell it, hear it, feel it and taste it. For many people, it helps when they close their eyes*

*‘The power of visualization and how to use it’ Forbes, March 2020*

# Shifting State - tools

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**Visualisation Exercise** - think of a situation you want to go really well...



# Shifting State - tools

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- **Movement** – releases beta endorphins  
[powerful mood enhancers]  
*‘Motion creates emotion’* Tony Robbins
- **Nature**
- **Breathing**
  - access the present moment
  - PNS or ANS

**Breathing Exercise** – turn off the stress response...



# Shifting State - tools

## Body language

- Posture
- Facial expression
- Muscle tension



**Body language exercise - 'the posture of champions'**



*'No, I was not calm. I was nervous, but all the body language that is not in a positive way is stupid to make it, because it's going against you. [It] is one of the things that I tried to do all my life, that the body language helps me, not go against me. Because [body language] is one of the things that depends just on me, not on the opponent'*  
Rafael Nadal after winning the 2017 US Open

# The Stop – bringing it all together

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## Combines:

- Visualisation
- Positive self-talk/coaching
- Anchoring
- Reframing
- Physiology - body language/breathing
- Self-hypnosis – accessing unconscious resources

**...breaks old patterns, build new neural connections**



The STOP



# Objectives Re-visited

*'Tell them what you are going to tell them, tell them, then tell them what you told them' Aristotle*

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# Thank you! Questions?

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Contact:

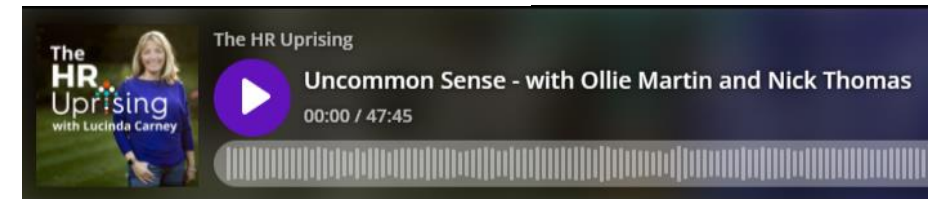
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*'Up to the minute training solutions addressing the challenges of the modern insurance professional'*

The logo for HRUprising, with 'HR' in purple and 'Uprising' in a lighter purple, where the 'i' is replaced by a colorful crosshair.

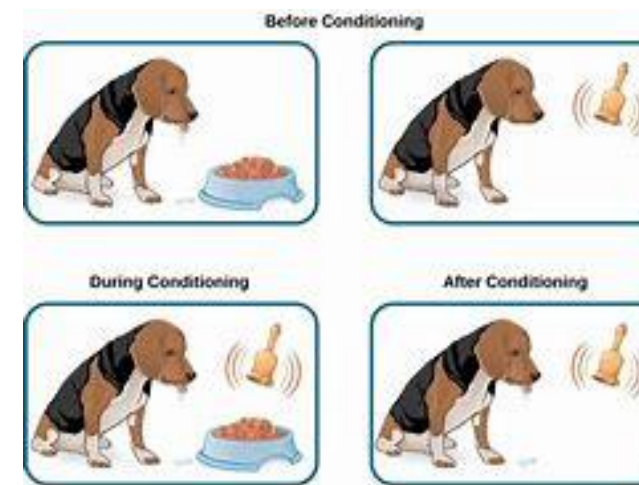
[Click here](#) to listen to Nick's latest podcast appearance on 'HR Uprising' talking about workplace performance, resilience and health

# Shifting State - tools

**Anchors** - where an internal or external stimulus becomes a trigger that elicits a response

- Auditory, visual or kinesthetic
- Important in building habits
- Stimulate an action – stopping at red light, Pavlov's dog
- Can change our emotional state – *'This old heart of mine'*
- Typically created by intense experiences

*We can 'set' our own anchors to help us access resourceful states...*



*Emotional freedom comes from being aware of the anchors you have and choosing to respond only to the ones you want*

# Shifting State - tools

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## Setting the anchor

- **Choose the resourceful state** you want to anchor
- Presentation? Calm and confident?
- Go back to time when you strongly felt this way – **feel it as intensely** as possible
- Any context – you can do ‘calm and confident’
- **Set the anchor** at the height of the intensity
- Repeat multiple times – to strengthen
- Might use a touch on your wrist or anchor a piece of music

## If you cannot recall such a time?

- **Use modelling** – model their body language and physiology, imagine how they feel and what they are saying to themselves
- **Fake it ‘til you make it** - what would it look like if you had that state? Body language, feelings, thoughts

