



CONNECTIVE3

THE IMPORTANCE OF CONFIDENCE IN DIGITAL MARKETING



BUSINESS DIRECTOR

CONNECTIVE3

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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

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**ONE THIRD OF
YOUNG PEOPLE
LACK
CONFIDENCE**

<https://news.sky.com/story/sky-poll-young-people-lack-confidence-10345439>

A silhouette of a person jumping over a mountain range at sunset. The person is in mid-air, with arms and legs outstretched. The background shows a mountain range under a cloudy sky with a bright sun setting behind the mountains, creating a silhouette effect. The overall scene is dark and dramatic.

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?

@ROROMITCH
#BRIGHTON SEO



THE PSYCHOLO GICAL STRENGTH TO COPE WITH **STRESS** AND **HARDSHIP**



**32% OF THE UK
WORKING
POPULATION HAVE
LOW LEVELS OF
RESILIENCE TO
STRESS**

<https://www.bitc.org.uk/wp-content/uploads/2020/03/bitc-wellbeing-report-emotional-resilience-productivity-workingagepopulation-revisedMarch20.pdf>



WHY ARE THEY SO IMPORTANT IN A DIGITAL MARKETING TEAM?

A person's hands are shown holding a vertical structure of wooden sticks, with several yellow sticky notes attached to them. The background is dark and slightly blurred, focusing attention on the hands and the structure. The text is overlaid on this image.

**DIGITAL
MARKETING
IS NOT EASY**

WHY?

1. CREATIVE + ANALYTICAL

2. RESULTS DRIVEN

3. PUBLIC SCRUTINY

**YOU NEED
TO BE
CONFIDENT
TO REALLY
HARNESS
YOUR
CREATIVITY**



BARRIERS



CAR PARK
CLOSED

ROAD
CLOSED

CAR PARK
CLOSED

MAXIMUM HEADROOM

**LOW
SELF
ESTEEM**



**WORRY +
ANXIETY**



**STRESS
RESPONSE**

A person is captured in mid-air, jumping over a hurdle on a blue running track. The person is wearing dark shorts and purple athletic shoes. The hurdle is red and white. The background shows other hurdles and a green field. The text "OVERCOMING THE BARRIERS" is overlaid on the image in a bold, sans-serif font. "OVERCOMING" is in red and "THE BARRIERS" is in white.

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**

WRONG WAY

**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**

DON'T PANIC

A small green plant with several leaves is growing out of a mound of light-colored sand. The background is a dark, gradient grey. The text 'GROWTH MINDSET' is overlaid on the image.

GROWTH **MINDSET**

**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.**



**CAROL
DWEK'S
GROWTH
MINDSET
THEORY**



**YOU CAN
ALWAYS
GET BETTER**

A dark, moody photograph of several brown eggs in a white egg carton. Two of the eggs in the foreground have simple black line drawings of sad faces drawn on them. The overall atmosphere is somber and melancholic.

STOPPING WORRY

HOW?

1. BUILD TRUST

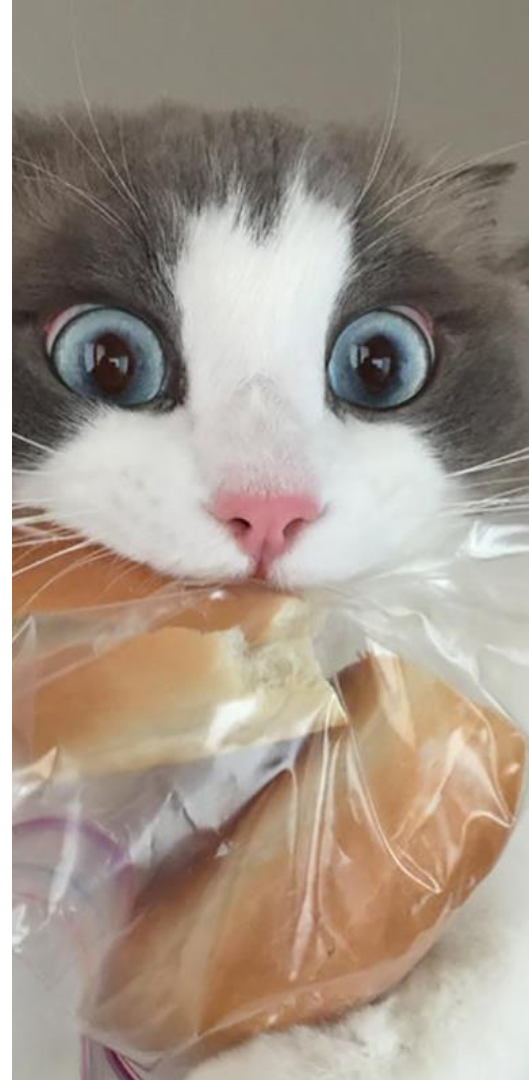
2. CHALLENGE ANXIOUS THOUGHTS

3. BRAINSTORM

A person with a backpack is walking away from the camera on a wooden boardwalk that winds through a dense forest of tall, slender trees. The scene is dimly lit, suggesting a shaded forest environment. The text is overlaid on the upper half of the image.

**DIFFERENT
PATHS,
DIFFERENT
JOURNERYS**

**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”**

A person's hands are shown stacking wooden blocks on top of a computer keyboard. The background is dark and out of focus, showing the person's face and the keyboard. The text is overlaid in the center.

**55% OF BRITIS
NEVER LEAVE
THEIR COMFORT
ZONE**



**31% CAN'T
REMEMBER THE
LAST TIME THEY
TRIED
SOMETHING
NEW**

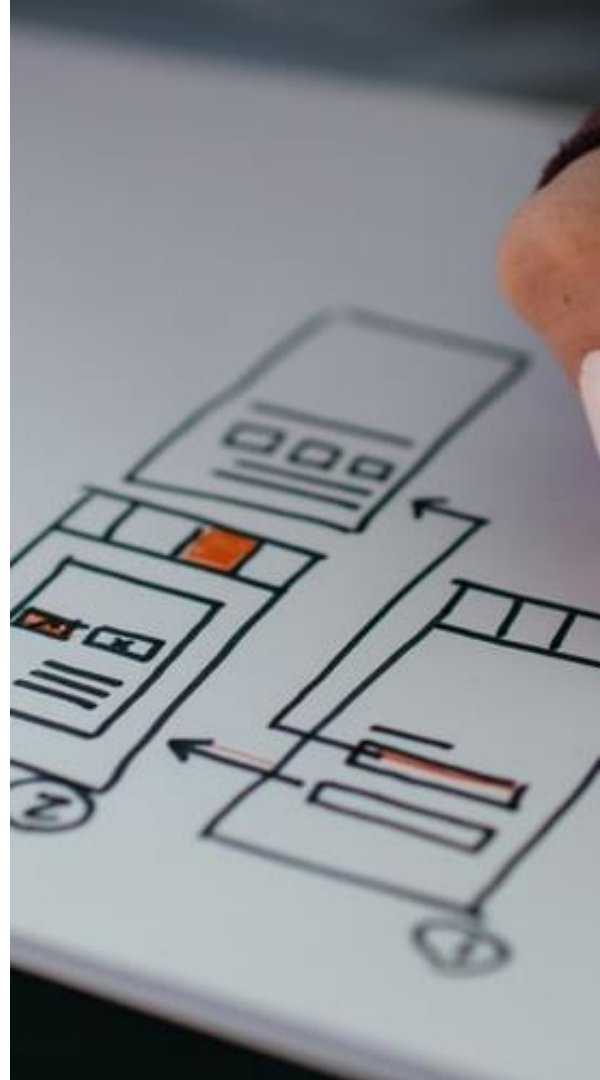


45% OF BRITIS
LIVE IN FEAR
THAT THEY
WILL ONE DAY
REGRET THIS

CREATIVES NEED TO LIVE OUTSIDE THE ZONE

Openness to experience is
the best predictor of
creative achievement.

<https://blogs.scientificamerican.com/beautiful-minds/openness-to-experience-and-creative-achievement/>



AVOID THE
SAFE
CHOICE

SAY YES

MORE

VOLUENTEER
FOR NEW
TASKS

SEEK

FEED

BACK

The background is dark with several semi-transparent social media icons: a person icon, a heart icon, and a speech bubble icon. A hand is visible holding a smartphone, which is the source of the light flare on the right side of the image.

HOW TO PRACTICE **CONFIDENCE** AT WORK

CHALLENGE

NEGATIVE

THOUGHTS

**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

ENCOURAGE

RISK

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.”**



ANY QUESTIONS?

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