



AFFIRMATIONS TOOL

Affirmations are built on the premise that your mind doesn't know the difference between what is real and what is imagined. For example, suppose it's late at night, and you're alone in your house. You hear a creak downstairs. You *imagine* that it must be a prowler.

Are you any less frightened than if you *know* with certainty that a prowler is there? No. *Imagining* the situation evokes just as much fear. Affirmations build confidence to overcome the invented thoughts and scenarios that hold us back. Use this tool to develop a set of targeted affirmations to address specific behaviors you wish to change.

Affirmation statements should have the following qualities:

1. They should be positive.
2. They should be in the first-person singular, present tense.
3. They should promote high expectations of yourself and your capacity but also be realistic.
4. They should directly relate to your commitments or goals.

Here are some examples of affirmations. Try them on for size. If they feel good, use them; if not, create your own. Write them down on three-by-five cards and place them in locations where you spend a great deal of time (in your office, your car, on the bathroom mirror, etc.), and carry them with you. Plan to read them aloud three times a day and develop a schedule to do so (first thing in the morning, immediately after lunch or just before you leave the office, and right before you go to sleep, for instance). They are a great way to keep your attitude positive, your mind on your goals, and your thinking aligned with your aspirations.

Examples of Affirmations:

I am a master communicator.

I lead by example.

I set daily goals and achieve them.

I ask questions to bring out the best in others.

I am a results-oriented leader.

I am genuinely concerned about helping my employees grow and evolve.

I am the master of my emotions. When I feel fear, I plunge ahead.

I play to win.

I bring positive energy to every situation.

