



Confident Leadership Blueprint

**3 RESEARCH-BACKED STEPS TO GO FROM
OVERLOOKED TO RESPECTED AT WORK**

A Proven Method by Nel Flint

www.nelflint.com

Hi, I'm Nel Flint



I know what it's like to **doubt yourself at work**, to feel like you have the potential for more but struggle to be seen as a leader. My journey to leadership confidence wasn't a straight path, it was shaped by resilience, setbacks, and learning to trust myself.

I started my career as a hotel receptionist and worked my way up to **COO of the UK's leading Travel & Events agency**. Then COVID hit. In just a few months, our team went from **600 employees to 200**, and I had to lead a **massive redundancy program**. It was the hardest thing I've ever done. It broke me. By September, I was burnt out and made the difficult decision to leave. I didn't think we'd survive another lockdown.

What followed were career choices made out of fear, and my confidence took a hit. I felt lost. In 2023, I returned to events, something familiar, but deep down, I knew I was meant for more. Then, in April, everything changed. I was in Ibiza with a group of incredible women who encouraged me to start sharing my advice. A few weeks later, someone reached out for help, and I realised. **this is what I was meant to do**. Now, I coach women like you. Women with so much potential but not enough self-belief. If you're reading this, chances are you've felt the same.

.

Here's what you've missed about confidence...

Confidence isn't something you **get**. It's **something you build, work on, and strengthen** every single day. It's not a constant; it comes and goes. You will never feel 100% confident, 100% of the time. But what you can do is learn how to **take action**, even when self-doubt creeps in.

That's what this Confident Leadership Blueprint is about, helping you **step into your leadership potential**, without having to change who you are.

Step One : Own the room without changing who you are


Research Insight: Studies from Harvard Business School on executive presence show that nonverbal cues (body language, eye contact, and vocal tone) account for over 55% of how people perceive leadership ability.



Command Space: Sit or stand with an open posture. Avoid crossing arms or making yourself ‘small.’



Use Strategic Eye Contact: Research shows that maintaining eye contact for at least 50-70% of a conversation increases perceptions of confidence and credibility.




Lower Your Speaking Pitch: Not artificially, but naturally by focusing on controlled, paced breathing. Leaders with steadier, lower-pitched voices are seen as more authoritative.



Quick Action: Before your next meeting, take a deep breath, uncross your arms, and remind yourself: “I belong in this room.”


Step Two: Your Language Really Matters


Research Insight: A study from Columbia University found that people who frame their statements with certainty and brevity are perceived as more competent even if they are saying the same thing as someone who hedges with “I think” or “Maybe.”



Drop the Preface: Remove undermining phrases like “This might be a silly idea but...” or “I’m not sure if this is right but...” and start with the point.

Use The Confident Leader Formula:

- 
- State your idea clearly. (“One way we could improve this is...”)
 - Provide a reason. (“Because the data shows...”)
 - Invite collaboration (without apologising). (“I’d love to hear thoughts on how we make this happen.”)




Pause for Power: Research shows that pausing for 2-3 seconds before answering makes you sound more confident and deliberate.



Quick Action: Try removing “I just” and “I think” from your emails and conversations for one week. You’ll instantly sound more authoritative


Step Three: How to Advocate for Yourself without Feeling Awkward

Research Insight: the Hewlett Packard Study on self-advocacy found that women tend to apply for promotions only when they meet 100% of the qualifications, while men apply at 60%. This means talented women wait too long to advocate for themselves.



Own Your Contributions: Instead of saying “We worked on this together” when you did the heavy lifting, say “I led the project, and the team supported execution”

Try The Visibility Formula:

- 
- State the impact: “This project led to a 15% increase in efficiency.”
 - Connect it to leadership: “I initiated this approach, aligning the team’s efforts.”
 - Ask for recognition (subtly): “I’d love to take on more leadership in projects like this.”



Shift Your Mindset: Confidence isn’t about knowing everything, it’s about believing in your ability to figure things out.



Quick Action: In your next 1:1, share a success and ask “what would be the best next step for me to contribute at a higher level?”

Creating a confidence action plan

Confidence in Action: Let's put these strategies to work!

Choose one area you want to improve:

- Speaking with authority in meetings
- Advocating for myself & asking for opportunities
- Being more visible in leadership discussions

What's one small action I can take this week to step into my leadership confidence?

Write or draw your action plan here - get creative!

Success Story: Claire

“When I found myself facing potential redundancy after 26 years, Nel was recommended to me by a friend. I lacked confidence and insight on how to approach the job market. Nel reassured me, helped me rebuild confidence, and supported me in reaching that next step. With her help, I applied for a senior role, secured an interview, and got the job! I could not have achieved this without Nel’s advice and support.”



CONFIDENCE DOESN'T COME FROM WAITING IT
COMES FROM ACTION.

ARE YOU READY TO TAKE THE NEXT STEP
TOWARD EXECUTIVE PRESENCE, VISIBILITY,
AND IMPACT? THEN JOIN MY FREE
MASTERCLASS.

DON'T LET ANOTHER OPPORTUNITY PASS YOU
BY.

If you found these steps helpful but want to **deep dive into practical strategies**, join my free masterclass on Corporate Confidence where we'll cover:

- The **3 biggest confidence traps** holding you back.
- How to build **visibility & leadership presence authentically**.
- A **simple script for speaking up in high-stakes meetings**.

 Click here to save your spot