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COUNT ON CONFIDENCE

*The way in to personal
effectiveness*

Peggy Chisholm

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MACMILLAN

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Introduction

“What does success mean to *you*?”

Quite a question, and the more you think about it the more difficulty you will have in finding an answer. Peggy Chisholm puts the question in one of the last projects of her valuable book, *Count on Confidence*, a book in which she uses her extensive knowledge and experience to help you find an answer to this fundamental question.

Nothing succeeds like success, and success breeds confidence. That same confidence — not over-confidence — is itself an important ingredient of success. There are many more. The knowledge and skills you bring to a job and the drive and energy you put into it will be important contributors to your success at work. Your ability to get on well with other people will be important. And luck, that handmaiden of success, will play its part.

Self-confidence will support you in the workplace. You will demonstrate the skill and knowledge you can contribute without feeling shy, you will be able to get on with a job without supervision and not feel afraid. You will be able to deal effectively with those working with you whatever their level of seniority, whatever their social background.

Confidence in yourself will help you make the most of the qualities with which you are endowed. In many ways you resemble a shopkeeper with goods to sell. These may be of the finest quality but if they are kept at the back of the shop where nobody can see them, business will be poor. Sales will improve when the goods are displayed in the shop window, attractively and enticingly displayed not simply pushed in with no thought or effort. The shopkeeper will feel confident when he has made a good job of dressing his window. His sales will improve and that in turn will help his confidence.

But beware! In the long run, however well the window is dressed the business will not thrive if the goods are of poor quality. Peggy Chisholm's excellent book shows you how to make the most of yourself, how to dress your personal shop window and to be a success. But if you are lazy and incompetent, success will avoid you however good you look and however confident you are in your own abilities.

A quick glance at this book's contents will show you the wide variety of topics dealt with. Assisted by discussion and assignment tasks and frequent project work, you will learn how to care for your personal appearance, to communicate well and how to behave in different situations. You will have the knowledge and experience of a learned author to guide and help you increase your effectiveness not only at work but outside the working environment in your private life.

Life is a challenge. This book will help you meet that challenge with confidence.

1989

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