

Move from Conviction to Confidence.

Conviction is **DECLARATIVE**. It can either put you in jail or give you the freedom to live a different life.

It can mean that you're guilty of something, and then off you go in cuffs that you didn't want.

Or, it can refer to a firmly held belief or opinion.

If you look at religion, politics, health, and even food, it is easy to identify people and groups who are convicted of their beliefs. For many people, their convictions become deeply ingrained in who they are, what they stand up for, and how they take responsibility for their actions. (For example, PETA supporters likely make lifestyle choices related to their conviction that animals deserve to be treated a certain way - from the makeup they use (non-animal tested), to food (vegan), to which handbags and accessories they buy. (fabric instead of leather.))

Speaking with conviction is using your voice. When we lack conviction, we lack faith, belief, morals, and aspiration.

Thomas Carlyle said, "*Conviction is worthless unless it is converted into conduct.*"

So how do we do this?

- 1) Know your values. What are your convictions?
- 2) Practice positive thinking.
- 3) Change your physiology. Social psychologist Amy Cuddy did a fabulous TED Talk on power posing, and how body language may shape who you are. (Watch it [here](#))
- 4) Accept your emotions.
- 5) Improve your communication skills.
- 6) Reevaluate and analyze.

Our convictions don't always excuse our actions.

However...

As Mahatma Gandhi said, "*A 'No' uttered from the deepest conviction is better than a 'Yes' merely uttered to please, or worse, to avoid trouble.*"