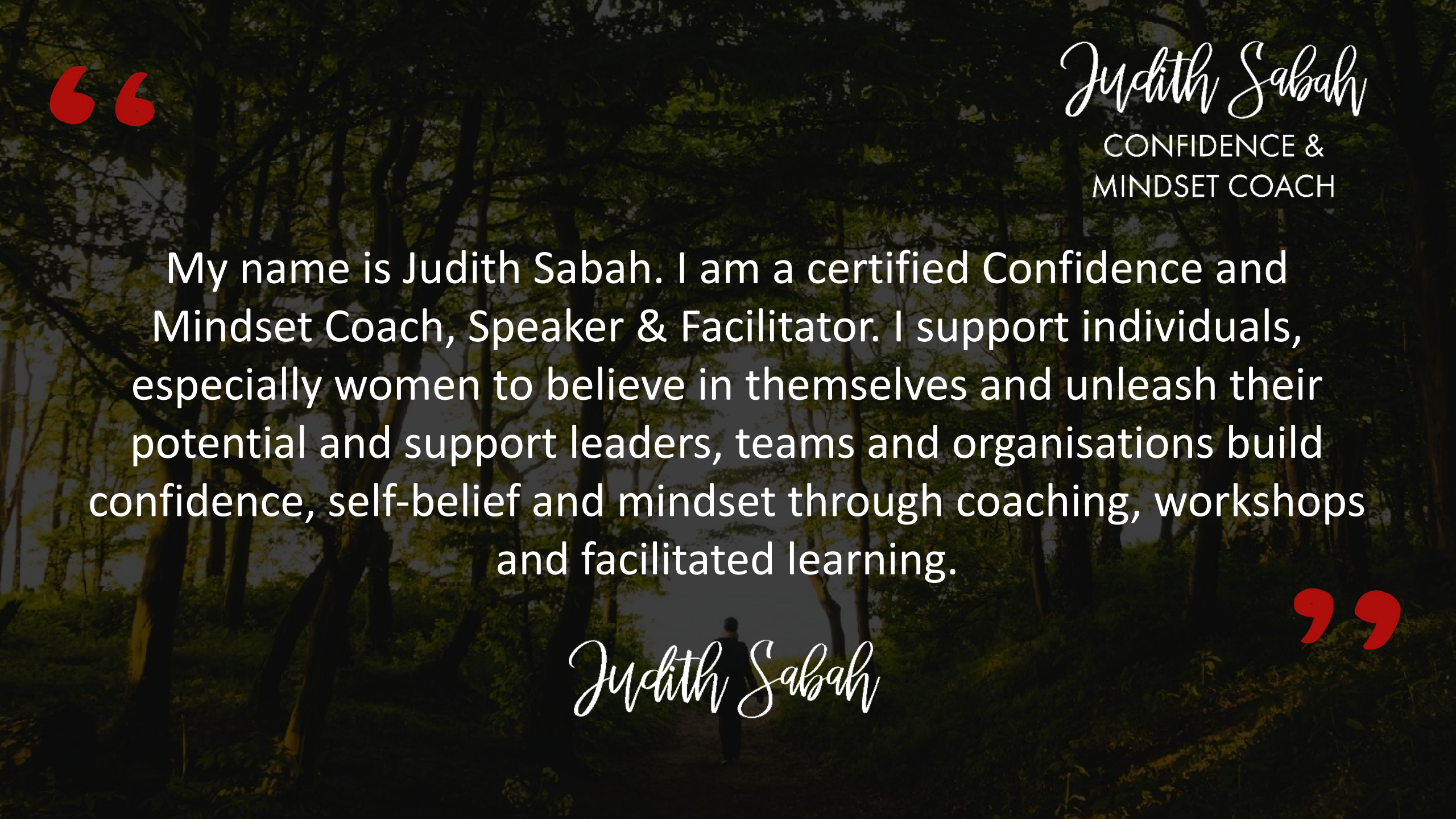
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The only thing that can limit you, is you

The Confidence Session: What it Really Takes to Back Yourself

Judith Sabah - Confidence & Mindset Coach | Speaker | Facilitator

The Art of Fundraising Conference – Thursday 19th November 2026


Judith Sabah
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MINDSET COACH
My name is Judith Sabah. I am a certified Confidence and Mindset Coach, Speaker & Facilitator. I support individuals, especially women to believe in themselves and unleash their potential and support leaders, teams and organisations build confidence, self-belief and mindset through coaching, workshops and facilitated learning.
Judith Sabah



Who is Judith Sabah?

- Certified Confidence & Mindset Coach, I help individuals, especially women think differently and believe they can!
- I had a 20+ career in senior marketing and communications roles, predominantly in the charity sector.
- I experienced challenges around self-belief, imposter syndrome, and underrepresentation. This now fuels the transformation work that I now do.
- I’m a cheerleader for success.
- I believe that everyone, has the potential to become their most successful self.

Today's focus

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- Exploring what's currently stopping you from backing yourself
- Recognise how self-doubt can influence the decisions you make
- Leave with one meaningful action you can take - to back yourself with greater confidence

Before we start

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- **Respect:** Listen without judgement and respect different perspectives
- **Choice:** Share only what you feel comfortable sharing
- **Be present:** Give yourself permission to fully engage in the session

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BACKING YOURSELF

Trusting yourself, believing in your abilities and **taking action**

Let's Jump Right In…

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- Where are you currently not backing yourself and what does this look like?
- What is stopping you from truly backing yourself?

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THE CONFIDENCE MYTH

~~Confident people don't experience fear or self-doubt -~~ ❌

The difference is they have learnt to move forwards

despite it ✅

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Confidence: *"I **trust** I can do this."*

Self-belief: *"I **believe** in myself."*

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Value and rate you…

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- What skills or knowledge have I gained through work, training or life experience?

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- What do people often appreciate, value or compliment me for?

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Challenge

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“

Choose

”

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Courageous Action



Key Takeaways

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- **Confidence is about trust:** trusting in your ability to do something or handle a situation.
- **Self-belief goes deeper:** believing in yourself and what you're capable of, even when you don't feel completely confident.
- **Self-doubt can influence the decisions we make:** and sometimes stop us from backing ourselves.
- **Recognise and own what you bring to the table:** your skills, strengths, experience and what makes you, you.
- **You don't have to feel 100% confident to back yourself:** sometimes you have to take the step first.

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Q & A Time

“The only thing that can limit you, is you...”

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