



# Where Confidence Really Comes From

and How You Can Build it in Youth Sports

## The Eight Drivers of Confidence™

What builds confidence—and how you can coach it

### 1. Setting Clear Goals

Confidence grows when athletes know *what* they're working toward and *how* to get there.

Coach it:

- Help athletes set simple, specific goals focused on effort and improvement.

### 2. Being Prepared

Preparation reduces anxiety and increases belief.

Coach it:

- Reinforce that preparation builds trust in yourself

### 3. Letting Go of Past Mistakes

Mistakes are inevitable. Confidence comes from learning—not dwelling.

Coach it:

- Normalize mistakes as part of growth and teach how to “reset” after errors

### 4. Knowing Who You Want to Be

Identity-based confidence is more stable than outcome-based confidence.

Coach it:

- Praise who they are being, not just what they do

### 5. Celebrating Accomplishments

Confidence grows when progress is noticed.

Coach it:

- Celebrate small wins and highlight improvement, not just outcomes

### 6. Being Your Own Internal Coach

Self-talk shapes belief.

Coach it:

- Model encouraging, instructional language

### 7. Regulating Emotions After Setbacks

Confidence doesn't mean staying calm all the time—it means recovering faster.

Coach it:

- Teach breathing, pauses, and refocus cues

### 8. Getting Support from Coaches & Mentors

Confidence thrives in safe, supportive environments.

Coach it:

- Build trust through consistency and care

Based on our National Research Study on Confidence  
[www.confidencestudy.com](http://www.confidencestudy.com)

Want Help Building Confident Athletes on Purpose?

Request a discovery call:  
[MentallyStrongInstitute.com/Discovery](http://MentallyStrongInstitute.com/Discovery)



Confidence isn't accidental. Great coaches build it—one practice at a time.