



# Make It Without Faking It

“ Be the person people want to root for, not the one they take delight in watching fail.”

**Yael Geffen**



## Introduction

Thank you for being a part of our dynamic gathering! It was inspiring to see so many engaged individuals come together to explore the powerful connections between reputation and influence. As we navigate our world, remember that our reputation has become a crucial asset. The impact we create is measured not just by our words, but by the community we build around us. In today's landscape, our follower count often reflects our perceived authority—much like a bank balance.

To truly succeed, we must embrace self-promotion as a means to expand our influence. However, we need to ensure we are connecting, rather than alienating, those we wish to engage. This takeaway worksheet is designed to support you in this journey. It's a practical tool to help you self-promote authentically, enabling you to celebrate your wins without feeling uncomfortable or inauthentic. By implementing these strategies, you can engage meaningfully with your audience and strengthen your presence.

I encourage you to reflect on the insights shared and utilize this worksheet as a roadmap to enhance your impact. Together, let's elevate our influence while remaining true to ourselves. I'm excited to see how you will apply these concepts in your journey!

Warm Regards,  
Yael

# Understanding and Overcoming a Crisis of Confidence



In our professional journeys, we often encounter a notable conflict—the tension between our desire to amplify our authority and the inevitable experience of a crisis of confidence, which I like to refer to as a "COC."

Regardless of how far we progress in our careers, it's essential to recognize that we will all face moments of doubt. Even highly accomplished individuals, like Reese Witherspoon, have experienced their own COCs. During the filming of *Walk the Line*, she battled the urge to back out of her contract, convinced she was not capable of fulfilling the role. Ultimately, she persevered, embraced the challenge, and went on to win an Oscar.

This serves as a reminder that experiencing self-doubt is both normal and universal. What matters is how we respond to it. The key lies in recognizing these moments as opportunities for growth—moments where we can elevate ourselves and strengthen our resolve.

When and what was the last Crisis of Confidence you experienced?

Type in box below



In a world often dominated by filters and façades, it's time for us to make a conscious shift towards building solid foundations that genuinely support our growth and authenticity. Rather than relying on superficial self-promotion something I prefer to call self-inflation, let's focus on establishing a strong framework for our personal and professional development. This means either investing in further education to expand our skill set, seeking out mentors who can provide valuable guidance, and arming ourselves with the resources and knowledge we need to navigate our journeys with confidence. By prioritizing these foundational elements, we don't just amplify our authority; we also forge meaningful connections with others, empowering us to thrive as our true selves.

“Self-inflation we hate, self-promotion is great!”

What 3 ways can you turn your filters into foundations?

Type in boxes below





What areas in your work life do you feel confident in?

Type in box below

Considering the above, how could you turn your crisis of confidence into an area of authority?

Type in box below



Instead of truly celebrating our wins, many of us resort to virtue signalling and humble bragging, which often reveal our insecurities and ultimately diminish our authenticity. Ironically, while we inflate our self-worth with these false displays, we end up downplaying our genuine achievements. A powerful example of authentic celebration comes from Snoop Dogg, who embraced his milestone of receiving a star on the Hollywood Walk of Fame. In his acceptance speech, he candidly remarked, "I want to thank me for believing in me. I want to thank me for doing all this hard work. I want to thank me for having no days off." By expressing gratitude to himself, Snoop Dogg demonstrates how important it is to acknowledge our own accomplishments without resorting to unnecessary embellishments or comparisons. His approach reminds us that embracing our wins can be done with confidence and sincerity.

When was the last time you celebrated your wins?

Type in box below

Did you celebrate them on any social media platforms, if so which ones?

Type in box below



Write down any future wins that you would love to celebrate within the following timeframes.

Type in boxes below

3 Months

6 Months

9 Months



Authentic confidence is the genuine belief in oneself that comes from self-acceptance and a clear understanding of one's strengths and weaknesses. Unlike superficial confidence, which seeks external validation, authentic confidence stems from embracing your unique qualities and being comfortable with vulnerability. It empowers you to take risks, communicate openly, and view challenges as opportunities for growth. This type of confidence fosters resilience and inspires trust in others, creating a positive impact on personal and professional relationships. Ultimately, authentic confidence enables you to pursue your passions with clarity and purpose, remaining true to who you are.

Name a celebrity or opinion leader that you admire in your professional space and give some reasons why?

Type in box below





What 3 qualities would you like people to describe you as

Type in boxes below

  
  

The 5 x 5 exercise

Ask 5 people closest to you for e.g. family members, best friends, close work colleagues to describe you in 5 words.

Type in boxes below

Person 1

Person 2

Person 3

Person 4

Person 5

Are there any words that overlap? If so which one/ones?

Type in box below

Are there any words you disagree with? If so which one/ones?

Type in box below



Saying yes and embracing collaboration at work is super important for sparking innovation and getting things done. When we jump into teamwork, we boost our creativity and build stronger connections with our colleagues. The perks are huge—better problem-solving, more efficiency, and a workplace culture that celebrates different perspectives. For example, when marketing and product development teams team up, they can come up with campaigns that really hit home with customers. Plus, when sales teams work hand-in-hand with customer support, they can create smoother feedback loops that lead to happier clients and stronger loyalty. By promoting collaboration, we not only lift each other up but also open the door to exciting new opportunities for our organization.

“Put up your hand and say yes until  
you can afford to say no.”

When was the last time you said yes to something out of your comfort zone?

Type in box below



Name three examples where you can say yes in the future.

Type in boxes below

  
  

Who have you collaborated with recently in your career?

Type in box below

Name three people with whom you could collaborate more, both in your organization and in your professional industry.

Type in boxes below



Name: \_\_\_\_\_

## Dot-to-Dot

Connect the dots from numbers 1-40 to complete the picture. Next, color the picture.







Competing only with yourself is vital for personal growth and success, as it keeps your focus on your own journey rather than getting sidetracked by the achievements of others. When we divert our attention to comparing ourselves with peers, we risk losing sight of our unique goals and potential. A classic example is the downfall of many reality TV stars who, in their quest to emulate each other's fame, often compromise their authenticity and personal brand. In contrast, legends like Serena Williams and Oprah Winfrey have thrived by honing their individual talents and staying true to their paths. Williams focused on perfecting her game, setting her own records instead of getting caught up in rivals' performances, while Oprah consistently sought to elevate her own storytelling and connect with her audience in a meaningful way. By staying in our own lane and competing with ourselves, we can carve out our unique success stories and champion our individual growth.

Life is like a dot to dot drawing, focus on your dot to dot only and you will eventually draw the whole picture.

Name a time when you were focused on someone else's success and how it impacted your own success

Type in box below

What personal goals have you set for this year?

Type in box below

What professional goals would you like to achieve this year?

Type in box below



Treating your personal brand as if you are your own company is essential in today's competitive landscape, where personal branding directly influences your career trajectory and area of authority. It's not egotistical to invest in your brand; rather, it's a necessary strategy to make a meaningful impact in your field. By defining your unique value proposition, showcasing your skills, and authentically communicating your story, you position yourself as a trusted authority in your industry. This not only helps you stand out but also attracts opportunities, partnerships, and connections that align with your goals. Real-world examples abound—think of thought leaders like Gary Vaynerchuk, who built his brand from the ground up by sharing his insights and engaging with his audience. By consciously cultivating your personal brand, you contribute to conversations, inspire others, and establish a legacy that resonates well beyond your immediate circle. In essence, your personal brand is your calling card—one that demands attention and respect in an ever-evolving professional landscape.

Name 3 things you could do to improve your personal brand?

Type in box below



Taking risks in business is essential for growth, innovation, and staying competitive in a rapidly changing market. Embracing calculated risks allows you to explore new opportunities, expand your offerings, and potentially unlock significant rewards that can propel your business forward. For instance, companies like Apple and Tesla have thrived by taking bold risks with their products, ultimately reshaping entire industries. However, it's crucial to discern when a risk may be a disservice to you. If the potential downsides outweigh the benefits, or if the risk is based on fleeting trends rather than solid data and strategic planning, it may be wise to reconsider. Additionally, risks that compromise your core values or threaten the integrity of your brand should be approached with caution. The key is to balance ambition with informed decision-making, ensuring that the risks you take align with your long-term vision and contribute positively to your business journey.



When is the last time you took a calculated risk?

Type in box below

What was the effect ?

Type in box below

What more calculated risks can you take in your professional career ?

Type in box below





Aside from having a love affair with sloths, Yael Geffen is the CEO and a shareholder of Lew Geffen Sotheby's International Realty. She grew up in a real estate dynasty established by her grandmother, Aida, and, prior to joining her father and mother in the family business in 2009, she acquired extensive real estate marketing, brand building and business development experience in the United States. Yael is the winner of the 2020 Standard Bank's prestigious Top Woman in Property Award and is the 2023 winner of Woman of Stature's CEO of the Year. She is a highly sought after professional speaker delivering her keynote 'Make it without Faking it' on the TEDx stage in 2022. She is a mental health advocate and is passionate about authentic leadership.

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