

HEALTH AND BEAUTY



Confidence coach
Kevin Burch

Confident, happy children?

As the pressures on our children grow ever greater, parent Simon Chandler asks confidence coach Kevin Burch what can be done to help our children both feel great and fulfil their potential

If you are a parent, like me, you naturally want to see your children do themselves justice, and to help them perform at their best in education, sports, music and life – all while turning out as happy, well-rounded human beings!

And when you stop to consider the pressures our kids face at an ever-younger age in today's world – exam stress, peer pressure and the influence of the media – it's easy to see why so few children truly do fulfil their potential.

And yet some kids manage it. So what is it that makes the difference? When I meet Kevin Burch, this question is top of my list.

"Confidence, self belief, self esteem, call it what you like – that's the key," he says.

"Have you ever noticed that confident children perform better, develop a more charismatic personality and

tend to be more popular?

"And on the flip side, lack of

confidence and self esteem in children is linked to failing exams, under-performing, being bullied and unpopularity, thus shaping their adult personality and entire life."

Well, that makes sense. And, as a parent and former teacher who has trained with world leaders in the psychology of peak performance, Burch should know. In fact, he and his associate, Patrick Stockhausen, have between them worked on confidence and performance with Olympic athletes, professional golfers, directors of publicly-traded companies and even television presenters.

So how can I help my kids to achieve and increase their confidence and self esteem?



"Tiger Woods saw a psychological peak performance consultant at the age of 13"

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THE WORLD OF LUXURY

The advertisement features a grid of luxury brand logos and images of jewelry. The logos include PATEK PHILIPPE GENEVE, GEORG JENSEN, FABERGE, LONGCHAMP PARIS, LALIOUF, Chopard, BVLGARI, JAEGER-LECOULTRE, MONTBLANC, OMEGA, IWC, EBEL, and RADO Switzerland. Below the logos are several small images of various pieces of jewelry, including watches, bracelets, necklaces, and earrings.

“First of all, there are simple things parents can do. For instance, praise is crucial. All kids love it, even if they don’t show it once they get to a certain age. This is so straightforward, and yet it often gets overlooked in our busy lives.”

He also notes that the most effective praise is the ‘overheard’ variety, which is praising your child when talking to a third party and ‘accidentally’ letting your child overhear you doing it.

And what about the more powerful interventions? What if you really want your child to excel in areas like education, sports and the arts, be popular with their peers and be happy and fulfilled, now and well into their future?

“Today there are extremely gentle, proven psychological strategies which we use to boost kids’ confidence and performance quickly and permanently.

“For example, if your child is confident in one area, then a skilled and experienced confidence coach can transfer that confidence across to another area of their life in a matter of minutes, simply by using guided visualisation techniques. The results are often dramatic.

Confidence is key to children fulfilling their potential



“And it’s never too early. Tiger Woods saw a psychological peak performance consultant at the age of 13, and his father had already been expertly working with him on his self-belief for years before that. The great thing is that kids are so open to new ideas, are so flexible in their thinking, that they can make huge strides much faster than adults. Whereas of course the longer you leave it, the more problems they are storing up for later life.”

When you think of it like that, it seems clear that taking steps now to build your children’s confidence is the only option. □

For your initial free consultation contact:

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