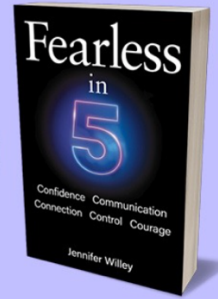




Build Your CONFIDENCE CATALOGUE

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online
now



A Living Record of Your Strengths, Wins + Impact

Do you spend more time documenting tasks, problems, and deadlines than you do tracking evidence of your value? If so, you need a Confidence Catalogue to change that.

This ongoing practice helps you recognize patterns in your strengths, articulate your impact more clearly, and build a stronger foundation for self-advocacy, confidence, career growth, and leadership development. It is also an incredibly useful tool for preparing for annual reviews, promotion conversations, networking, interviews, speaking opportunities, and weekly 1:1 conversations with managers.

The key is consistency. Instead of waiting until performance review season to remember what you accomplished, this becomes a living document you update regularly—ideally, on a weekly basis!

PART 1: Analyze Your Early Confidence Clues

Many of our strongest capabilities begin showing up long before our careers. Think back to moments from childhood, school, sports, hobbies, volunteering, leadership experiences, family responsibilities, or early jobs where you felt proud, capable, resilient, creative, helpful, or trusted.

Do not limit yourself to awards or formal recognition. Some of the most important clues come from moments where you solved problems, helped others, navigated challenges, took initiative, or stepped outside your comfort zone.

Questions to help spark ideas:

- What did people consistently compliment you on?
- What responsibilities did others trust you with?
- When did you feel most energized or confident?
- What came naturally to you?
- What challenges did you overcome that shaped you?
- When did you demonstrate courage, creativity, leadership, empathy, or perseverance?

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List 5–10+ achievements, experiences, or moments you are proud of from your early years:

PART 2: Accomplishments Over the Past Few Years

Now shift your focus to more recent professional and personal accomplishments that reflect growth, contribution, resilience, leadership, and impact.

Many people underestimate their value because they only count large milestones. Small wins matter too—especially the moments where you solved a difficult problem, built trust, supported others, improved a process, handled conflict effectively, or stayed resilient during change.

Questions to consider:

- What projects or initiatives are you most proud of?
- What problems did you help solve?
- Where did you create measurable impact?
- What difficult situations did you navigate successfully?
- What feedback made you feel proud?
- What skills or strengths do these examples demonstrate?

Your reflections:

PART 3: Recent Wins Matter More Than You Think

Confidence is strengthened through evidence and repetition. That is why documenting recent wins is so important.

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Recent Wins Over the Past Two Months

Think about recent moments where you contributed value, solved problems, supported others, demonstrated leadership, improved communication, built relationships, showed courage, or adapted during change.

Your reflections:

Past Two Weeks

This section is particularly valuable for performance reviews and weekly 1:1 conversations because it helps you recognize and communicate your current impact in real time.

Questions to consider:

- What conversations did you handle well?
- Where did you step up?
- What feedback did you receive?
- What challenges did you navigate?
- How did you help others succeed?
- What progress did you make?

Your reflections:

PART 4: Identify the Patterns

Now review everything you have written. You are looking for recurring themes and strengths that appear consistently across different stages of your life and career.

Most people dismiss their strengths because they come naturally to them. This exercise helps you recognize those patterns more clearly.

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Possible themes may include:

- Strategic thinking
- Communication
- Relationship building
- Leadership
- Creativity
- Resilience
- Adaptability
- Problem solving
- Team building
- Collaboration
- Innovation
- Empathy
- Influence
- Executive presence
- Curiosity
- Learning agility

As you group your accomplishments into themes, ask yourself:

- What strengths show up repeatedly?
- What do people naturally rely on me for?
- What environments bring out my best?
- Which strengths appear across multiple situations or roles?

Your reflections:

PART 5: Quantify Your Impact

Confidence becomes stronger when paired with evidence. This section helps translate your contributions into measurable outcomes.

Even if your role is not directly tied to revenue, there are still many ways to demonstrate impact. You may have improved efficiency, strengthened relationships, increased engagement, reduced conflict, supported retention, enhanced collaboration, or contributed to innovation and growth.

Examples of measurable impact might include:

- Increased revenue or sales
- Improved retention or engagement
- Reduced costs or saved time
- Streamlined processes
- Led presentations or events
- Managed cross-functional initiatives
- Supported clients or customers
- Trained or mentored colleagues
- Increased attendance, participation, or satisfaction

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Your measurable outcomes:

PART 6: Articulate Your Strengths

Now begin turning your accomplishments into a clear narrative about who you are and the value you create. This is useful for annual reviews, interviews, networking conversations, executive visibility, LinkedIn summaries, speaking introductions, and promotion discussions. *Example: "Over the past several years, I've used my communication, strategic thinking, and relationship-building skills to strengthen client trust, drive growth, and foster collaborative, high-performing teams during periods of significant change."*

Your draft:

PART 7: Use AI to Discover Strengths + Blind Spots

AI can help you recognize patterns you may overlook yourself. Upload your Confidence Catalogue or paste your accomplishments into tools like [ChatGPT](#), [Microsoft Copilot](#), or [Claude](#) and ask the following questions:

- What strengths appear repeatedly in these examples?
- What leadership qualities do these accomplishments suggest?
- What themes or capabilities am I undervaluing?
- How would you summarize my professional brand?
- What roles or opportunities align with these strengths?
- Help me rewrite these accomplishments using executive-level language.
- Turn these examples into annual review talking points.
- Help me prepare for a promotion conversation.
- What measurable outcomes or business impact can I highlight more clearly?
- What skills should I continue developing?

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AI can also help you create stronger LinkedIn summaries, resumes, elevator pitches, networking introductions, speaking bios, and self-evaluations. It can even help you prepare for difficult conversations or practice advocating for yourself more confidently. The goal is *not* to let AI tell you who you are. The goal is to use it as a mirror to help you recognize patterns and communicate your value more effectively.

PART 8: Use This In Your 1:1s With Your Manager

Don't advocate for yourself once or twice a year. Communicate your impact consistently. Use your Confidence Catalogue to prepare for weekly or monthly 1:1 conversations so your manager has ongoing visibility into your contributions, growth, priorities, and goals.

Before your meetings, review your recent accomplishments and consider:

- What progress am I proud of?
- What challenges did I navigate effectively?
- Where did I create value recently?
- What support or resources would help me grow further?
- What opportunities would help stretch my skills?

This approach helps performance reviews feel far less stressful because your accomplishments are already visible and documented throughout the year.

PART 9: Use It With Your Personal Board of Directors

Share portions of your Confidence Catalogue with trusted mentors, allies, managers, sponsors, peer mentors, or confidantes. Ask them for honest feedback about your strengths, growth areas, and potential blind spots. Sometimes other people can recognize our strengths more clearly than we can ourselves. Questions you might ask:

- What strengths do you see in me? What opportunities or roles align with those?
- Where do you think I create the most value?
- What should I continue developing?

Draft a short message sharing that you're focused on your professional growth and would value their perspective and feedback.

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Don't Stop Here! Check out [Wet Cement's Tools](#) for more inspiration, insights and ideas.