

---

# LEAD WITH CONFIDENCE WORKBOOK

Congratulations on taking this step toward elevating your confidence as a leader! Whether you're navigating a male-dominated industry, stepping into higher leadership, or simply looking to own your voice with more certainty, this workbook is designed to equip you with practical tools to step into your power.

I'm China Jones, a Life, Leadership & Business Coach with a passion for helping women lead with confidence and clarity. With over a decade of coaching experience, I've worked with entrepreneurs, executives, and changemakers to foster sustainable success without sacrificing personal fulfillment.

My leadership journey started in the fitness industry, where I spent 12 years coaching high-performing individuals, from athletes to executives. As the co-founder of a boutique gym in Santa Barbara, I scaled operations and led a thriving community before transitioning fully into business and leadership coaching. Through training under a former psychotherapist, I developed a deep understanding of behavioral change, helping women shift limiting beliefs and step into their full potential.

I've led large-scale transformative retreats, intimate high-level masterminds, and one-on-one coaching sessions, guiding women to own their voice, advocate for their ideas and increased pay, and command presence in rooms where they might otherwise feel overlooked.

For women in STEM, confidence isn't just about self-belief—it's about strategic self-expression, presence, and the ability to communicate your expertise in a way that demands recognition.

Your ideas matter. Your expertise is valuable. Your leadership is needed. Let's make sure the world hears you—loud and clear.

Let's dive in!

*China Jones*



# CONFIDENCE WORKBOOK

## PART 1 - DEFINE YOUR CONFIDENCE

Think of a time when you felt confident in your field, no matter how small. What contributed to that feeling?

What specific area of your career would you most like to experience more confidence in?

If you were 10x more confident in this area, what would you do?

As a result, what would be different in your career?

## PART 2 - GET TO THE ROOT & CLEAR YOUR BLOCKS

This next section is based on *The Work* by Byron Katie. Think of a specific time when you truly felt a lack of confidence in this specific area of your career. Write out your inner dialogue of how you felt in that moment. What thoughts or fears did you have?

Choose the thought that feels the most triggering - circle it. Before moving forward, take a moment to acknowledge that this thought is not who you are—it's just a belief you've carried. You have the power to reshape it.

Write your most triggering thought below (exactly as you hear it in your head)

Can you know *without a shadow of a doubt* that it's true?

How do you behave, what happens, when you believe the thought?

Who would you be without the thought?

List 3 examples of why the opposite is actually true or truer.

1.

2.

3.

Based on your opposite (truer) thoughts, what's one small action you can take this week to reinforce this new belief?

## PART 3 - EMBODY YOUR CONFIDENCE

Close your eyes and imagine walking into a room where you are deeply respected and heard. How does it feel in your body? What do others notice about you? How do you embody your confidence from new truth? How do you sit or stand from this knowing? Let yourself take in this energetic blueprint.

From this place, tune into what affirmation could help you come back to remembering this anytime you need it. Write this in present tense, and keep it short and energizing. Using this affirmation before being in a situation that could challenge your confidence will help create new neural networks and allow you to show up as your best.

**Write your confidence affirmation below:**

## YOUR NEXT STEP: INTEGRATE YOUR CONFIDENCE

Confidence isn't built in a day—it's developed through practice, mindset shifts, and bold action. You've already taken an important step by working through this workbook, but real change happens when you *apply it to your career in real time*.

That's why I'm offering a **Free Confidence Integration Call**—a personalized session where we'll take what you've uncovered here and turn it into an action plan tailored to your career.

In this 20-minute call, we'll:

- Identify your key confidence blockers and how to move past them
- Clarify how to advocate for yourself in meetings, negotiations, or leadership roles
- Create a simple, actionable next step to elevate your presence

*"Since working with China I have 3x'd my business, enjoy a work-life balance I haven't had in years, and have become a better communicator. I now feel more confident and centered and am so grateful China helped get me to this place."*

*-Anna C, Founder of Anna Janelle Jewelry*

Click below to book your free call, or email me [china@chinajones.com](mailto:china@chinajones.com)

[BOOK YOUR FREE CONFIDENCE INTEGRATION CALL](#)

P.S. These calls will fill up quickly, and I only take a limited number of clients to ensure personalized attention. Book now to secure your spot.



Let's connect @coachchinajones | [china@chinajones.com](mailto:china@chinajones.com)