



Jo Blakeley Training

PERSONAL APPROACH TO PROFESSIONAL GROWTH

Small
Steps
Big
Change



The Confidence Breakthrough™

Understand –
and transform –
the hidden patterns
that shape
confidence,
courage and
resilience at work.



Virtual
workshops



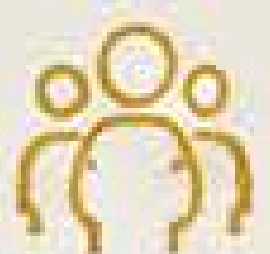
In-person
training



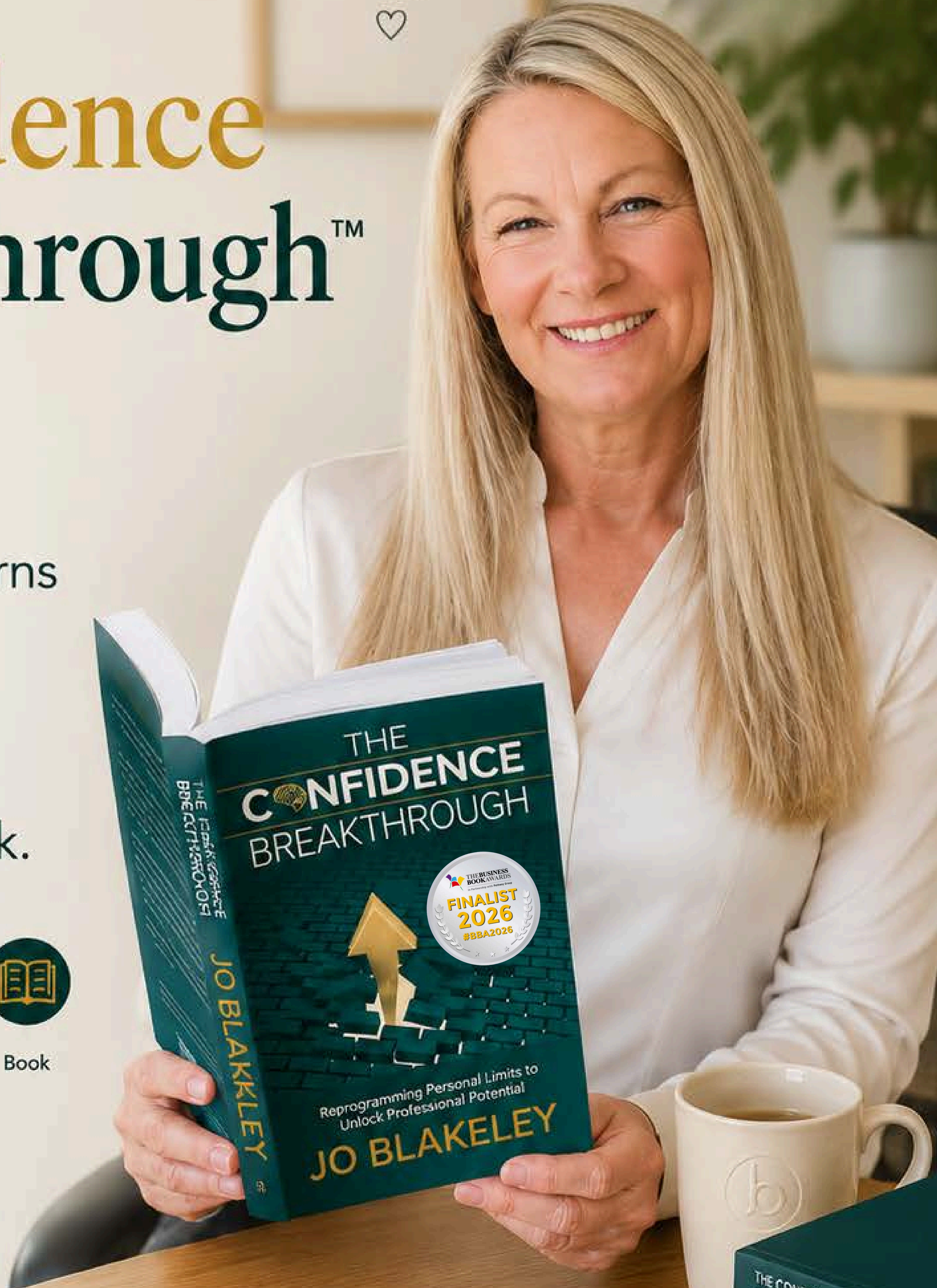
Online
programme



Book



For individuals,
teams and organisations.



Confidence from the **inside out**

Capable People Can Still Lack Confidence

Many people assume confidence is something you either naturally have or you don't.

But in reality, some of the most capable, intelligent and successful people still struggle.

They second-guess themselves in meetings.

Replay conversations afterwards.

Avoid difficult conversations.

Hold back ideas.

Over-prepare.

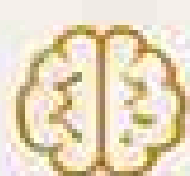



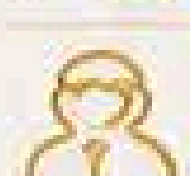
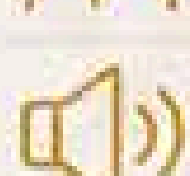


People-please.

Appear confident on the outside while privately battling self-doubt on the inside.

And because they often function highly at work, nobody realises how exhausting it can feel beneath the surface.



THIS WORK MAY HELP IF YOU:

-  overthink conversations, decisions or feedback
-  struggle to switch off your inner critic
-  feel confident in some situations but not others
-  avoid conflict, visibility or difficult conversations
-  worry about judgement or getting things wrong
-  stay quieter than you want to in meetings or groups
-  doubt yourself despite being capable and experienced
-  want confidence to feel more natural and consistent

BREAKTHROUGH INSIGHT

Confidence is rarely just about confidence.

The way we think, communicate and respond under pressure is often shaped by deeper patterns we learned long ago — patterns that quietly influence how safe, capable or visible we feel in different situations.

And the good news is:



**patterns can be understood.
patterns can be changed.**



Most people don't need to become someone else to feel more confident. They need to understand the hidden patterns that have been shaping them all along.






Why Confidence Feels So Inconsistent

Most people think confidence is something you either have or you don't.

But in reality, confidence is often highly situational.

You can feel capable, articulate and confident in one area of your life — and then suddenly overthink yourself, stay quiet, avoid conflict or lose confidence completely in another.

You might:

-  speak confidently with friends but struggle in meetings
-  perform well under pressure but overthink feedback afterwards
-  cheerlead your colleagues but be your own worst critic
-  feel capable in your work but still fear being "found out"
-  set boundaries with family but allow co-workers to walk all over you

And because these reactions feel inconsistent, many people assume something is wrong with them.

But confidence struggles are rarely random.

They are usually driven by deeper patterns that developed a long time ago — often outside conscious awareness.

PATTERNS THAT QUIETLY INFLUENCE:

-  how safe you feel speaking up
-  how you respond to pressure or judgement
-  how visible you allow yourself to become
-  how you communicate boundaries, needs and opinions
-  how much you trust yourself professionally



THE CHALLENGE

The challenge is that most people try to fix confidence at the surface level.

They focus on techniques, scripts or motivation — without understanding the hidden patterns underneath.

That's why confidence can improve temporarily... but then disappear again under pressure.



The Confidence Breakthrough™ approach works differently.

Instead of simply teaching confidence skills, it helps you understand the hidden patterns shaping how you think, react and behave at work — so you can create more natural, lasting confidence from the inside out.



You're not inconsistent. You've just been reacting to patterns you didn't know existed.

When you understand them, everything changes.

Confidence from the **inside out**

They're Not Random. They're Patterns

Most people assume everyone else is confident so there must be something wrong with them.

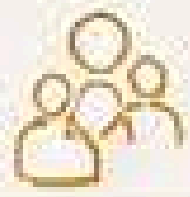
They think:



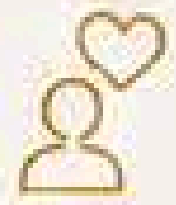
"She's got it all sorted - so why haven't I?"



"He knows how good he is - so why don't I?"



"No one ever takes advantage of her - so why walk all over me?"



"Nothing seems to get her down - so why does everything affect me so badly?"

But the problem with confidence is that it's more about how you feel on the inside so although you know you lack confidence, you assume everyone is confident.

But that's rarely the case.

Most people struggle with confidence issues because they're human, which means their thoughts, reactions and behaviours are quietly driven by deeply held patterns that get triggered in certain situations and with certain people - especially under pressure.

THEY INFLUENCE:



how visible you allow yourself to become



how safe you feel speaking up



how you respond to conflict or criticism



how much you trust yourself



how you communicate under pressure



whether you shrink, avoid, overthink or stay silent

THAT'S WHY CONFIDENCE CAN FEEL SO INCONSISTENT.

Because different situations activate different patterns.

You might:

- confidently speak up in meetings but panic before presentations
- happily encourage others but struggle to back yourself
- feel comfortable taking responsibility but guilty delegating to others
- say no easily to some people but automatically say yes to others



THE IMPORTANT THING IS THIS:



These patterns are learned.

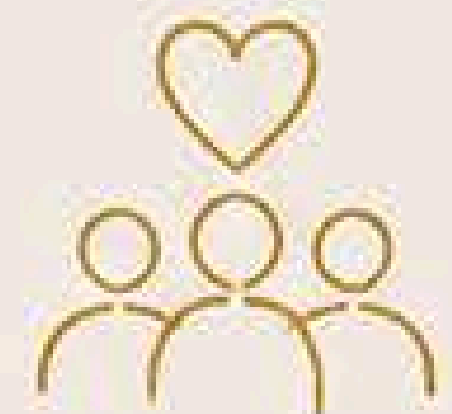
Which means they can also be changed.

The Confidence Breakthrough™ approach helps you identify the hidden patterns shaping your confidence, communication and behaviour — so you can stop fighting symptoms at the surface level and start creating real, lasting transformation from the inside out.



JO KNOWS THIS APPROACH WORKS

Because it is the exact methodology she used to transform her own confidence — and since then, she has helped thousands of other people do the same.





The Story Behind The Confidence Breakthrough™

In my twenties, I looked confident on the outside.

I was successful in sales, consistently exceeded targets and appeared capable, driven and professional. But internally, it felt very different.

I felt lost, lonely and trapped in a cycle of overthinking, self-doubt and frustration. I constantly second-guessed what I said, worried about getting things wrong and stayed quiet in situations where I had something valuable to contribute.

And one of my biggest fears was public speaking.

At the time, I assumed confidence was just something other people naturally had — and it made me angry.

- Why did everyone else seem so sorted?
- Why did they have careers they were passionate about?
- Why did they seem happy with their lives?
- And more importantly — why didn't I have any of those things?

I thought I could outrun my feelings by putting on a rucksack, buying a one-way ticket and escaping to far flung places. The problem is that no matter where I went and no matter who I met, I still felt the same way and experienced the same issues. After many adventures, it slowly dawned on me that the common factor was me. And so I became determined to find out what I could do to change me.

That curiosity led me into the world of psychology, behavioural change, communication and personal development — and ultimately changed me and the direction of my life.

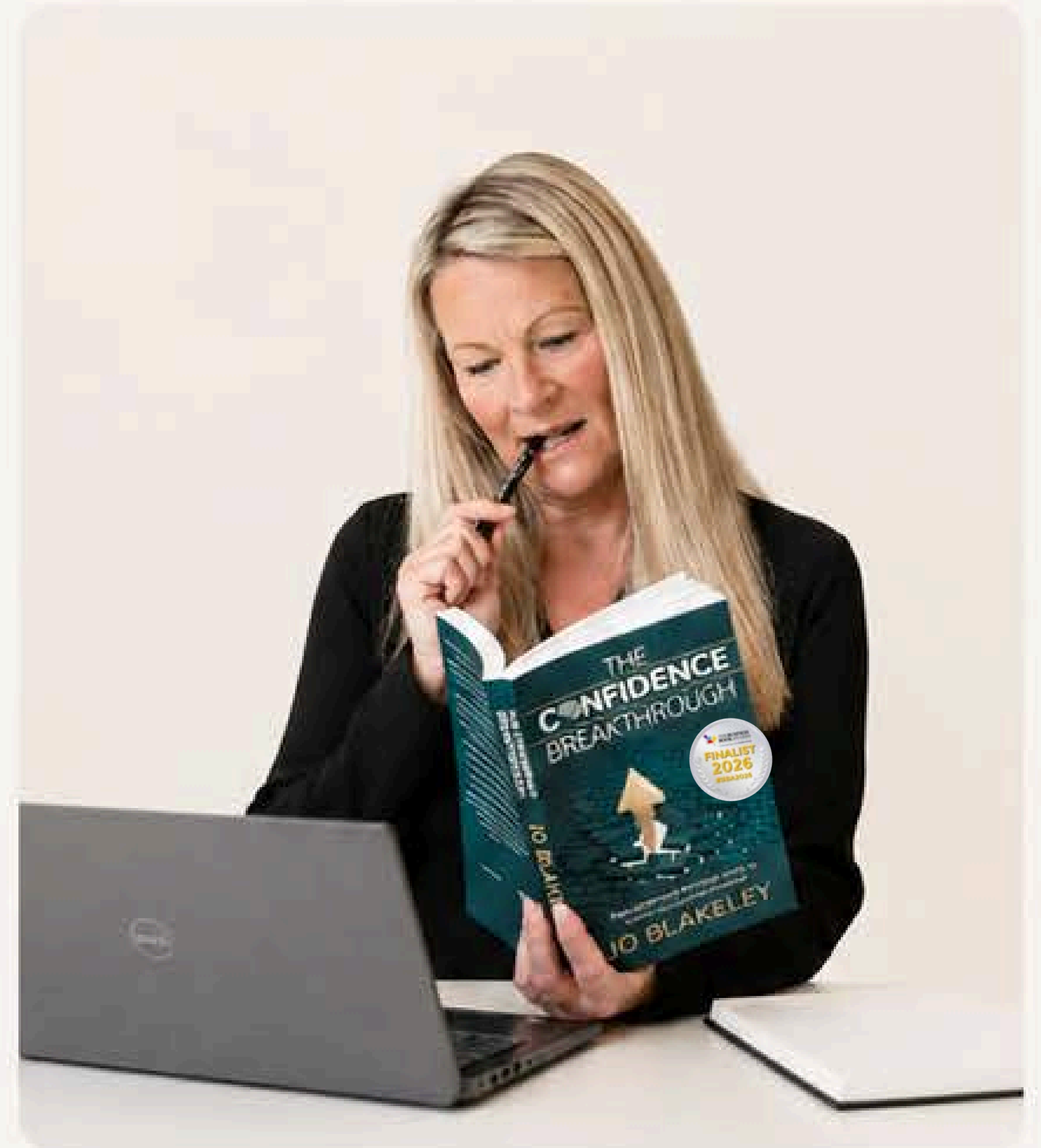
As I began understanding and changing my own hidden patterns, public speaking transformed from my biggest fear into my biggest passion. It eventually led me into Learning & Development, where I discovered not only work I genuinely loved — but the deeper sense of direction I had been missing for years.

Since then, I've spent more than two decades helping professionals, leaders and organisations understand the hidden patterns shaping confidence, communication and behaviour at work.







Today, The Confidence Breakthrough™ approach combines psychology, behavioural insight and practical tools to help people create lasting change from the inside out.

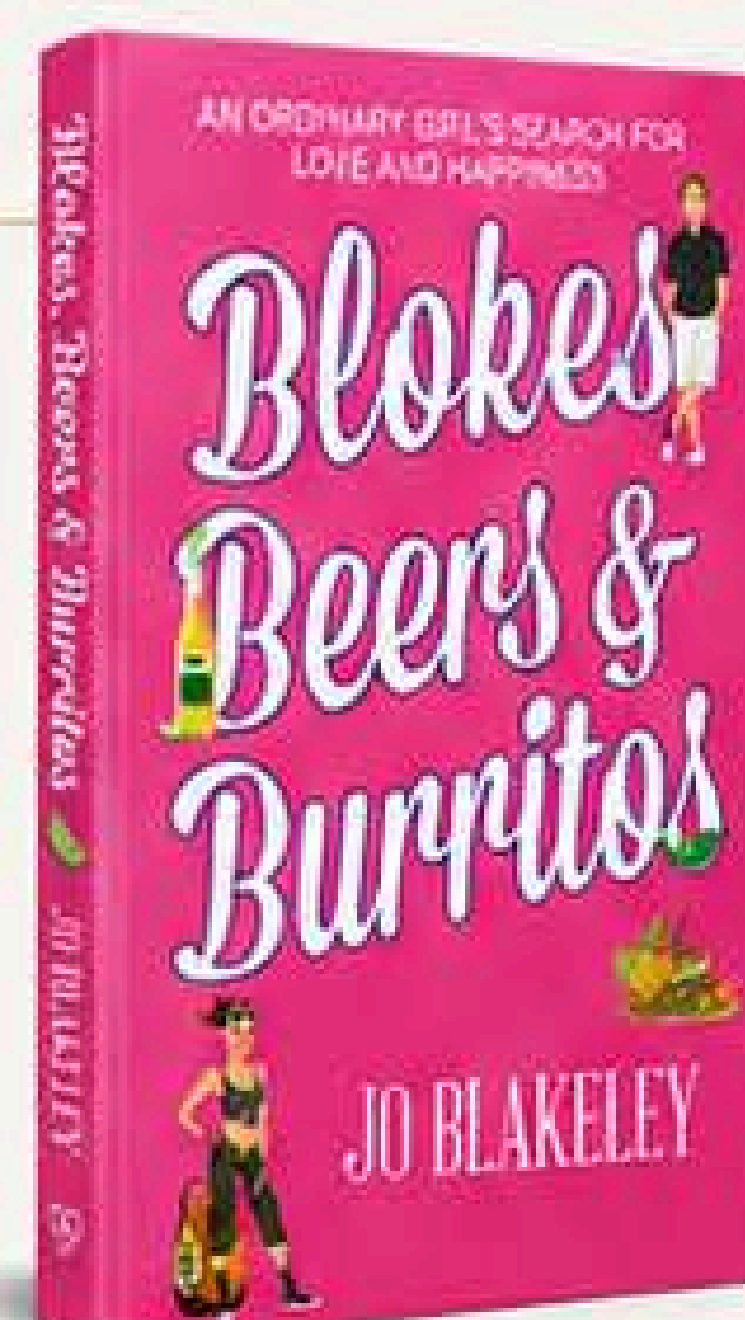
Not by becoming somebody else.

But by finally understanding the patterns that have been shaping them all along.



WHAT I LEARNED PERSONALLY AND THEN DEVELOPED PROFESSIONALLY EVENTUALLY BECAME:

-  [The Confidence Breakthrough™ book](#)
-  [The Confidence Breakthrough™ cards](#)
-  [Virtual Programmes](#)
-  [Self-Study Online Learning](#)
-  [In-Person Workshops for Organisations](#)
-  [And even my self-help novel, *Blokes, Beers & Burritos*, which explores many of these same themes through fiction, relationships and personal transformation.](#)



In *Blokes, Beers & Burritos*, I share through fiction the same themes of self-discovery, confidence, relationships and personal transformation that sit at the heart of The Confidence Breakthrough™ approach.

**It's a story. It's real.
And it might just feel like your story too.**



Where to Start

It took Jo more than a decade of personal transformation — and over two decades of professional experience — to develop The Confidence Breakthrough™ approach.

One of the biggest frustrations in her own journey was having to piece everything together herself.

- ✓ Different books.
- ✓ Different courses.
- ✓ Different teachers.
- ✓ Different ideas.

Some things helped temporarily. Others didn't work at all.

That's why she created The Confidence Breakthrough™: to bring practical behavioural insight, psychology and real-world transformation together in one place — so other people don't have to spend years figuring it out alone.

But there isn't one "right" place to begin.

Some people start by exploring the free resources and behavioural insights.

Others begin with the book, join a live programme, complete the self-study course or bring the work into their organisation.

The best next step depends on:

- ✓ where you are right now
- ✓ the challenges you're facing
- ✓ how you prefer to learn
- ✓ whether you want to work independently or alongside others



START WITH A FREE RESOURCE



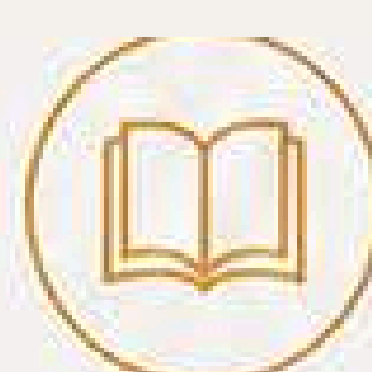
CONFIDENCE BLOCK QUIZ

Discover which common confidence pattern may be affecting you most — along with practical insights into how those patterns influence confidence and behaviour at work.



CONFIDENCE KICKSTART PACK

A practical guide exploring confidence, overthinking, self-doubt and the hidden patterns that quietly shape behaviour at work.



WEEKLY INSIGHTS & BREAKTHROUGH NEWSLETTER

Explore Jo's weekly articles, behavioural insights and practical reflections designed to help you better understand confidence, communication and behaviour at work.

You can also subscribe to the free Breakthrough Newsletter for deeper insights, personal stories and practical tools.

The Confidence Breakthrough™ Approach

The Confidence Breakthrough™ has been intentionally designed as a layered transformation journey.

Whether someone attends the in-person programme, joins a live webinar, completes the online course or reads the book, the experience follows the same structured pathway.

The programme works across three interconnected levels.



1. Practical confidence skills for the workplace

Participants develop practical tools they can immediately apply in professional situations, including:

- speaking up in meetings
- becoming more assertive
- handling difficult conversations
- setting boundaries
- managing self-doubt
- moving outside comfort zones



2. Understanding the patterns underneath behaviour

As the programme progresses, participants begin recognising the deeper emotional patterns shaping how they think, react and behave at work.

They start to understand how fears, conditioning, assumptions and protective responses quietly influence confidence far more than they previously realised.



3. Reprogramming confidence from the inside out

Rather than over-advising people with psychology jargon, the science is translated gradually into practical, accessible ways throughout the journey.

Participants begin to understand:

- how confidence is conditioned
- why self-sabotage happens
- how emotional patterns form
- how lasting behavioural change becomes possible

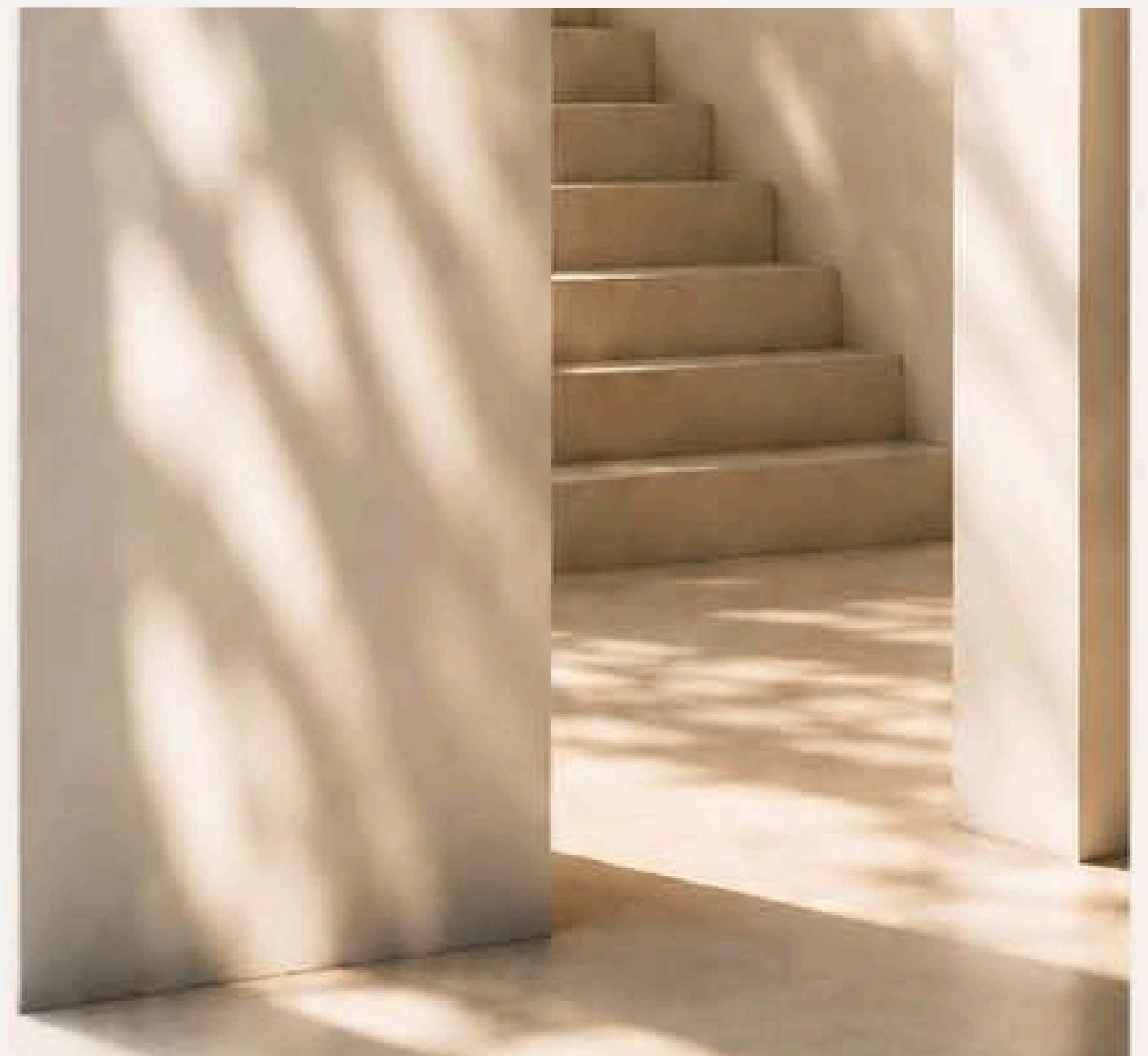
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It feels like the course has given me access to something which has been blocked off for a very long time. It is hard to describe but it feels profound and powerful; a possibility, an ability is there that was not there before.

– COURSE PARTICIPANT

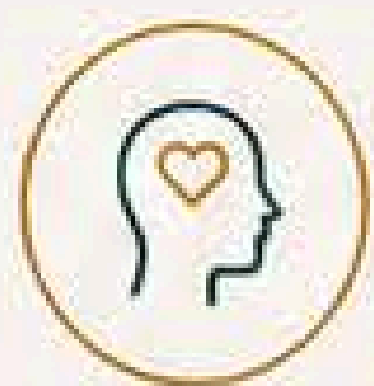


A Breakdown of The Confidence Breakthrough™



Rather than relying on surface-level motivation or temporary confidence techniques, The Confidence Breakthrough™ is designed to create deeper behavioural transformation that lasts beyond the programme itself.

Participants don't simply learn confidence intellectually — they begin experiencing it differently in real life.



PART ONE Understanding The Mind

The journey begins by helping participants understand how the mind — and the hidden patterns within it — shape thoughts, emotions and behaviour at work.

This part explores:

- why self-sabotage happens
- how fear and conditioning influence behaviour
- why confidence can feel inconsistent
- how unconscious patterns quietly shape success

Participants are introduced to self-coaching techniques that help them recognise and begin changing the patterns holding them back professionally.

MODULES SUPPORTING PART ONE:

1. The Hidden Forces Shaping Your Mind
2. How Self-Sabotage Undermines Success (And How To Stop It)



PART TWO Mastering The Core Skills

Participants then begin strengthening four core workplace skills that create sustainable confidence at work:

- ✓ Outer Confidence
- ✓ Assertiveness
- ✓ Courage
- ✓ Resilience

This stage combines behavioural insight, psychology and practical skill-building — helping participants not only understand each skill intellectually, but apply it confidently in real workplace situations.

MODULES SUPPORTING PART TWO:

3. The Science Of Outer Confidence
4. Building Outer Confidence
5. The Science Of Assertiveness
6. Building Assertiveness
7. The Psychology Of Courage
8. Cultivating Courage
9. The Science Of Resilience
10. Building Resilience



PART THREE Reprogramming The Patterns Underneath

The final stage focuses on creating deeper, longer-term behavioural change.

Participants identify the hidden patterns driving:

- self-sabotage
- overthinking
- people-pleasing
- avoidance
- fear-based decision-making

They then learn how to interrupt and change those patterns so confidence becomes more natural, sustainable and integrated over time.

This is the stage that shifts temporary confidence into lasting confidence from the inside out.

MODULES SUPPORTING PART THREE:

11. The Inner Mechanics Of Lasting Confidence
12. Change Your Core Confidence — Permanently



ONE FRAMEWORK. MULTIPLE WAYS TO EXPERIENCE IT.

Whether you:

- [read the book](#)
- [join a live virtual programme](#)
- [complete the self-study online experience](#)

- [work with Jo through coaching](#)
- [or bring the training into your organisation](#)

— every pathway follows the same core framework and transformational philosophy.

Book & Self-Study Programme

Participants are guided through a reflective learning experience designed to help them recognise and change the hidden patterns shaping their confidence, communication and behaviour at work — in their own time, at their own pace.

Lasting confidence doesn't come from memorising techniques. It comes from understanding yourself differently.



LEARN THROUGH STORY, NOT JUST THEORY

In both the book and self-study programme, you won't just learn the ideas — you'll see them in action.

You'll follow Sam, a relatable professional navigating the same quiet self-doubt, overthinking and inner critique that many capable executives internally but rarely talk about openly.

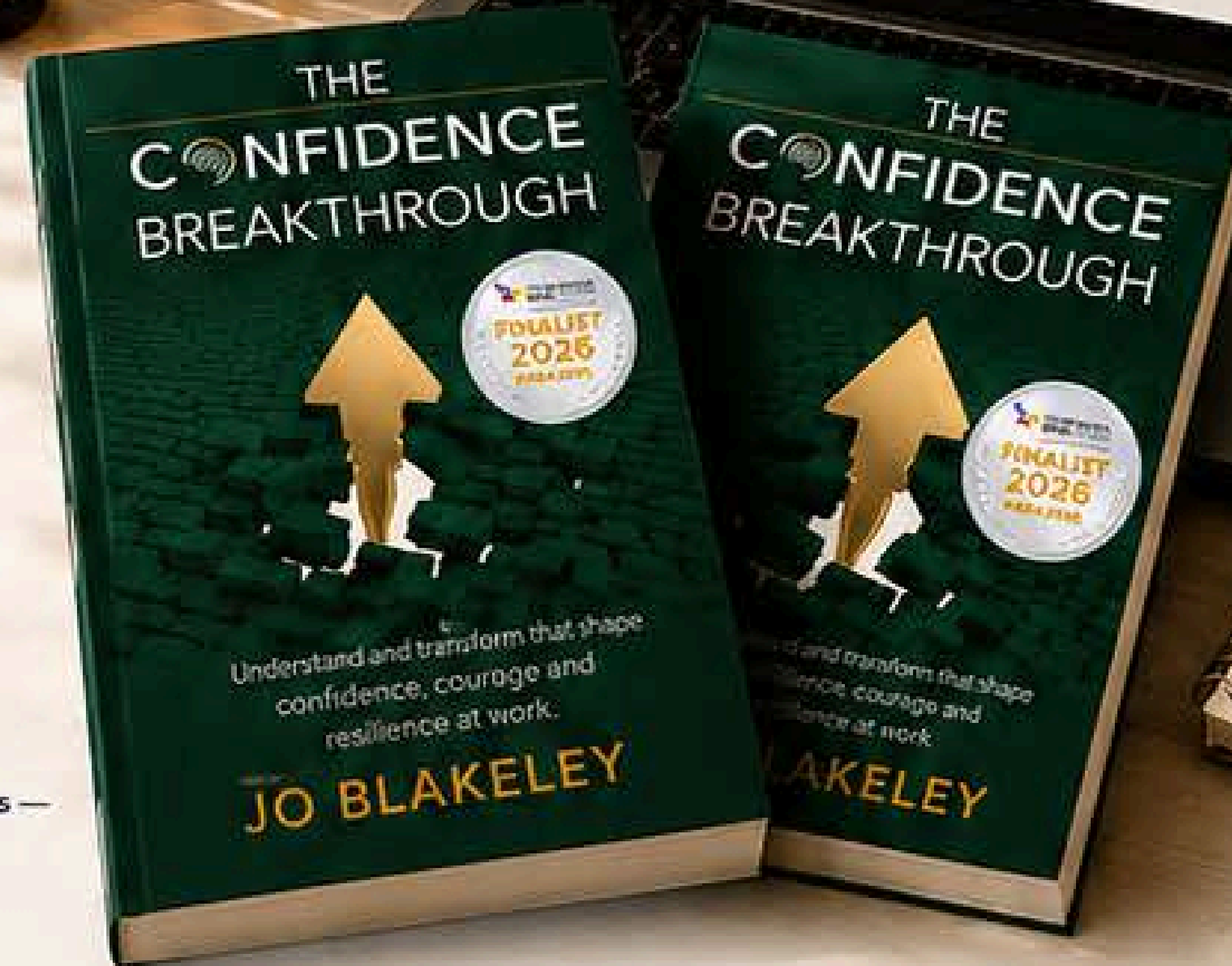
Moments like:

- "I'm not doing this as well as I think I should be."
- "Why do I overthink everything afterwards?"
- "Why can everyone else do this so easily except me?"

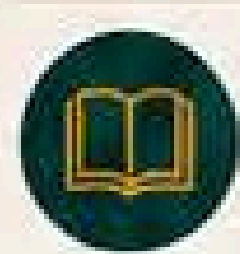
As Sam begins applying the learning in real workplace situations, participants begin recognising their own hidden patterns more clearly too.

And in the self-study programme, you'll also meet Sam's wider team — each navigating different workplace challenges around confidence, communication and self-trust.

This creates a more personal and emotionally engaging learning experience, helping behavioural change feel practical, relatable and real.



Jo is pleased to announce that *The Confidence Breakthrough* has been shortlisted for the **Business Book Awards 2026** (Management, People & Culture category).



THE CONFIDENCE BREAKTHROUGH™ BOOK

The Confidence Breakthrough™ book isn't a trend chasing or quick fix promise.

Some people connect with it on a deep and simple. Others read it quietly and return sections later as understanding lands in life.

The book includes:

- behavioural insight
- practical workplace actions
- reflection exercises
- confidence building tools
- real coaching examples

It is designed to help readers understand (not just dual) confidence, take aligned action, and build clarity, influence and impact.



THE SELF-STUDY ONLINE EXPERIENCE

The self-study online experience brings the book to life + deeper application through:

- 60+ short video lessons led by Jo Blakeley
- guided exercises and reflection tools
- real workplace application
- practical coaching examples
- journalling and self-coaching exercises
- quizzes to reinforce the learning points

Although self-guided, the learning is not a passive 'watch and forget' experience. You'll leave with the inner work, tools and personal results she created in her own clients.

In digital form, all The Confidence Breakthrough™ book tools and exercises, companion resources throughout the programme.



7-DAY MONEY BACK GUARANTEE

The self-study programme also includes a 7-day money back guarantee.

If you decide the programme isn't right for you within the first 7 days — provided you have done the first few modules have been completed — you can request a full refund.

No complicated process.
No awkward questions.



BY THE END OF THE PROGRAMME, PARTICIPANTS OFTEN FIND THEY CAN:



stop overthinking and second-guessing themselves



speak up more clearly and with confidence



handle feedback without defensiveness



value the unique they bring



build stronger inner confidence



manage their emotions more easily



approach their career and challenges bravely

Confidence from the **inside out**



Live Virtual Programmes

Confidence transformation — live, guided and deeply personal.

The Confidence Breakthrough™ Live is a small-group virtual experience designed to help participants recognise and change the hidden patterns shaping their confidence, communication and behaviour at work.

Originally developed and refined through years of delivering behavioural development programmes within corporate, public sector and professional environments, this approach has already supported hundreds of professionals, leaders and teams.

For the first time, the programme is now available as an open live virtual experience accessible to individuals, self-employed professionals and organisations.



MORE THAN A TRAINING COURSE

This is not simply a confidence workshop built around surface-level tips or motivational techniques.

It is a guided behavioural transformation journey designed to help participants:

- understand why confidence feels inconsistent
- recognise the patterns driving self-doubt and overthinking
- strengthen confidence, assertiveness, courage and resilience
- communicate more effectively under pressure
- stop shrinking, avoiding or second-guessing themselves
- create more lasting confidence from the inside out

Participants don't simply learn the framework intellectually — they begin applying it in real workplace situations between sessions.



A SMALL-GROUP EXPERIENCE

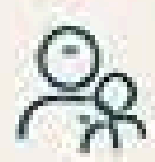
The programme is intentionally delivered in small groups of up to a maximum of 8 participants to create a more reflective, supportive and transformational experience.

The programme includes:

- 8 live virtual 90-minute sessions with Jo
- individualised support to help identify hidden patterns
- small-group interactive learning on Microsoft Teams
- practical behavioural exercises
- guided reflection activities
- workplace confidence tools
- self-coaching techniques
- between-session learning and application



The programme is intentionally delivered over a structured period of weeks — allowing participants time to gradually apply the learning in real workplace situations between sessions.



Rather than simply consuming information in one go, participants are encouraged to reflect, experiment and practise the tools step-by-step as confidence begins strengthening naturally over time.



This helps participants move beyond intellectual understanding — and begin creating meaningful behavioural change in everyday professional situations.



WHO IS IT FOR?

Whether someone works within an organisation, leads a team, runs a business or simply wants to feel more confident professionally, the programme helps them understand and change the deeper patterns underneath behaviour.

You might recognise yourself if you:

- overthink conversations or decisions afterwards
- struggle speaking up in meetings or presentations
- fear judgement, criticism or conflict
- avoid visibility or leadership opportunities
- appear confident externally but privately battle self-doubt
- want deeper, lasting change rather than temporary motivation

“

What surprised me most was how quickly small changes added up. I didn't suddenly become fearless, but I did stop waiting to 'feel ready' before taking action. I applied for a role I'd convinced myself I wasn't qualified for... and I got it. This course didn't just help me feel more confident, it changed what I believed was possible for me.

S.H.

”



The Confidence Breakthrough™ In-Person Workshops

Jo Blakeley delivers engaging face-to-face workshops for organisations looking to strengthen confidence, resilience, self-awareness and communication within teams and leadership groups.

Drawing on psychology, neuroscience and more than 20 years of learning and development experience, these workshops help people recognise the internal patterns influencing how they think, react and behave under pressure — so they can communicate more effectively, handle challenges more confidently and perform at their best professionally.



THE BUSINESS IMPACT OF CONFIDENCE

When people understand the hidden patterns shaping their thoughts, reactions and behaviours, confidence becomes more consistent and their impact increases.

Organisations typically see improvements in:

- communication and collaboration
- leadership confidence and capability
- resilience and stress management
- decision-making and problem solving
- engagement, motivation and retention
- inclusive cultures and stronger teams



FLEXIBLE DELIVERY TAILORED TO YOUR ORGANISATION

Every organisation is different.

Workshops can be delivered virtually or in person and tailored to the needs of your team, goals and development priorities.

Formats can include:

- half or full-day workshops
- multi-session programmes
- team or leadership workshops
- bespoke development experiences



WORKSHOP THEMES CAN INCLUDE:

- workplace confidence
- assertiveness and influence
- communication challenges
- resilience under pressure
- managing self-doubt
- leadership confidence
- feedback conversations
- emotional regulation



OUTCOMES FOR TEAMS AND INDIVIDUALS

- ✓ stronger self-awareness and clarity
- ✓ greater confidence and resilience
- ✓ improved communication and collaboration
- ✓ better decision-making under pressure
- ✓ sustainable behavioural change
- ✓ measurable impact on performance and wellbeing

“

“Jo’s ability to explain complex ideas in such a practical and relatable way makes her workshops engaging, insightful and genuinely life-changing.”

— Programme Participant



Post-Programme Support

The Confidence Breakthrough™ is designed to help people recognise the hidden patterns shaping how they think, react and behave — so they feel empowered to change them and build more lasting internal and external confidence.

Sometimes, though, people need — or simply want — more personalised support to help them apply the learning more deeply.

With this in mind, Jo has created additional support tools designed to continue reinforcing confidence, self-awareness and behavioural change long after a workshop or programme has finished.



1:1 BREAKTHROUGH COACHING

Personalised support to help you understand — and change — the deeper patterns shaping confidence, communication and behaviour.

These confidential coaching sessions with Jo Blakeley provide a tailored space to explore:

- self-doubt and overthinking
- imposter syndrome and avoidance
- communication and workplace confidence
- emotional reactions under pressure
- leadership identity and self-trust
- feeling professionally or personally stuck

Drawing on psychology, neuroscience, NLP and more than 20 years of behavioural and workplace development experience, Jo helps clients explore the deeper challenges affecting how they think, feel and behave professionally.

For some, this means understanding what is holding them back from progressing in their career. For others, it means overcoming imposter syndrome, building confidence stepping into more senior roles, improving communication, or breaking long-standing patterns of self-sabotage and avoidance.

Jo identifies the deeper unconscious patterns driving these behaviours and uses a range of practical and behavioural change techniques to help people create more empowering and sustainable change.

 Sessions can be delivered virtually via Microsoft Teams or in person where appropriate.



THE CONFIDENCE BREAKTHROUGH™ CARDS

Small daily prompts that help reinforce confidence, courage and resilience over time.

At the end of workshops, Jo is often asked:







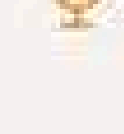
"Have you got anything that helps remind me to keep putting this into practice once I'm back in the pressure of everyday work?"

So Jo created The Confidence Breakthrough™ Cards — a set of 52 unique prompts designed to encourage small moments of awareness, reflection and action that gradually help shift deeper behavioural patterns and turn them into more empowering habits.

Grounded in psychology, behaviour change and personal growth, the cards help people create more intentional responses in how they think, communicate and behave.

Rather than becoming another motivational product that gets forgotten after a few days, the cards are designed to become practical daily reinforcement tools that help keep the learning visible in everyday professional life.

The cards can be used:

-  individually for self-reflection
-  during coaching sessions
-  alongside workshops and programmes
-  within leadership development
-  for journaling and self-awareness
-  before presentations or difficult conversations
-  within teams as discussion prompts



“

"Working with Jo didn't just change how I behaved at work — it changed how I saw myself completely. I genuinely believe her coaching saved me during one of the hardest periods of my life. She helped me understand how the patterns I'd been carrying for years were causing me to self-sabotage in destructive ways. Her sessions transformed how I feel about myself and, ultimately, how I show up every day. I feel like a new version of myself — the person I always knew was there but couldn't quite access."

Director, Telecoms Organisation

”

Confidence from the **inside out**



Ready to Start Your Breakthrough

Whether you want to explore coaching, begin with the book, join a programme or bring this work into your organisation — there are multiple ways to start your journey.



BULK ORGANISATIONAL SUPPORT OPTIONS

Organisations can purchase *The Confidence Breakthrough™* resources directly through Jo Blakeley Training to support wider learning and development initiatives.

Discounted organisational packages are available for:

- The Confidence Breakthrough™ book
- Self-study online learning licences
- The Confidence Breakthrough™ cards

Support options can be tailored for teams, leadership development initiatives, graduate programmes and wider organisational wellbeing strategies.



CONNECT WITH Jo Blakeley

- Website: www.JoBlakeleytraining.co.uk
- Email: Jo@JoBlakeleyTraining.co.uk
- LinkedIn: [Jo Blakeley](https://www.linkedin.com/company/jo-blakeley)
- Instagram: [@Jo_Blakeley](https://www.instagram.com/Jo_Blakeley)



“

Jo's techniques and no-nonsense scientific approach to helping you understand the way your mind works — and how we self-sabotage through the blueprint of our past experiences — is fascinating and eye-opening.

You leave with a genuine understanding of why you behave the way you do, alongside a practical plan for how to change it. It's one of the most enjoyable and valuable things I've done.”

— Self-employed Marketing Professional

Confidence from the *inside out*