

Are you ready to unlock your potential?



Every
Wednesday
2:00- 4:00

6 Sessions
Starting from
30\$

 **Coffee with**
Fatema Dewji

Coffee with Fatema Session 1- 5

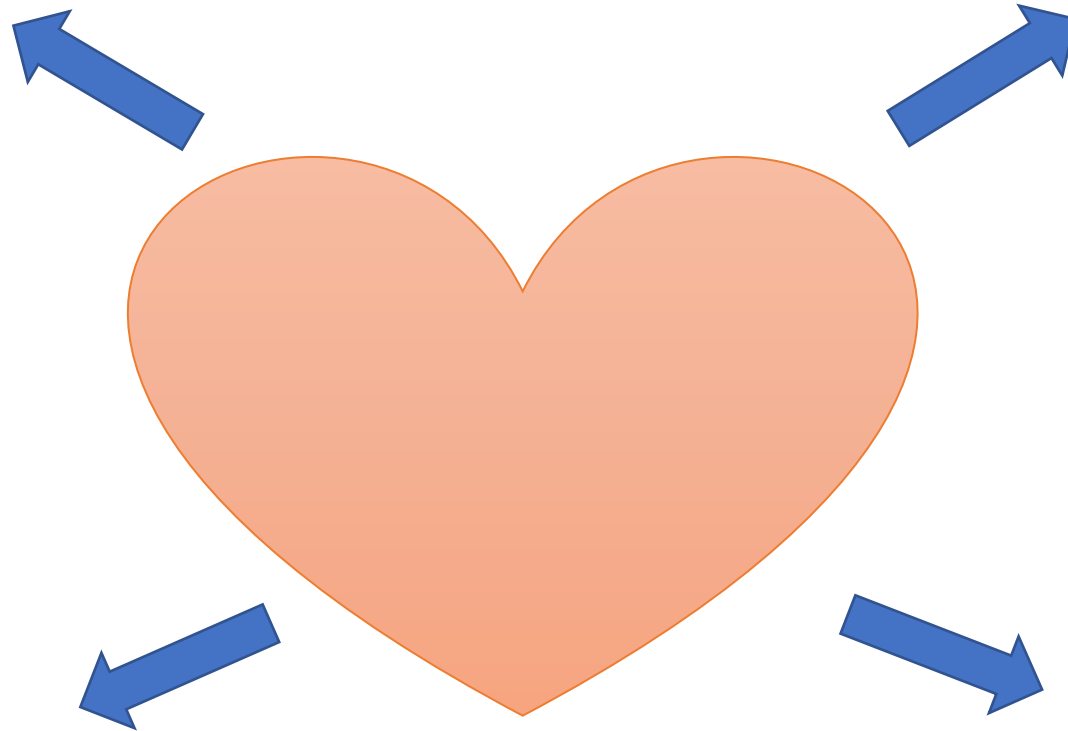
To register contact 0672 675 686 | 0738 902 217
or click the link in the bio

Session 1 – Self Esteem and Self Confidence



What are some things that affect our self esteem?

What is Self Confidence & Self Esteem?



How does it affect us?

How do we implement Self esteem & self confidence?



**WHAT'S
YOUR
PASSION?**



My Journey

Low Self Esteem



Low Self Confidence

But...

How I Built Myself.... Personally

- Positive Self Talk
- Journal/Gratitude
- Surround myself with like minded/positive people
- Set small goals – start small so you can sense achievement
- Exercise/workout
- Help Others



Professionally...

- Shadow + take advice from people you want to be like
- Find something you are passionate about
- Set goals : Long term & short term
- Reward yourself
- Learn from failures
- Change your attitude



Occasions you
have overcome
adversity

Achievements
you are proud
of?



What are you grateful
for?

Your skill -> how can
it benefit others?

How have you
helped someone
else?

Power Posing

- ✓ Powerful postures can induce positive hormonal and behavioural change

‘Wonder woman’ 2 Minute challenge



Did you know... Your body
Language shapes you

Session 2: Peer Pressure & Career Building





Look beyond just say NO



Learn to remove distractions.



Think in terms of solutions. Rather than focusing on problems.



Surround yourself with 'can-do people.



Identify your Goals



Know your strengths



Session 3: Time Management & Maintaining Positive Mental & Physical Health



How to manage your Time?

- Plan
- Set deadlines
- Prioritise
- Work efficiently.



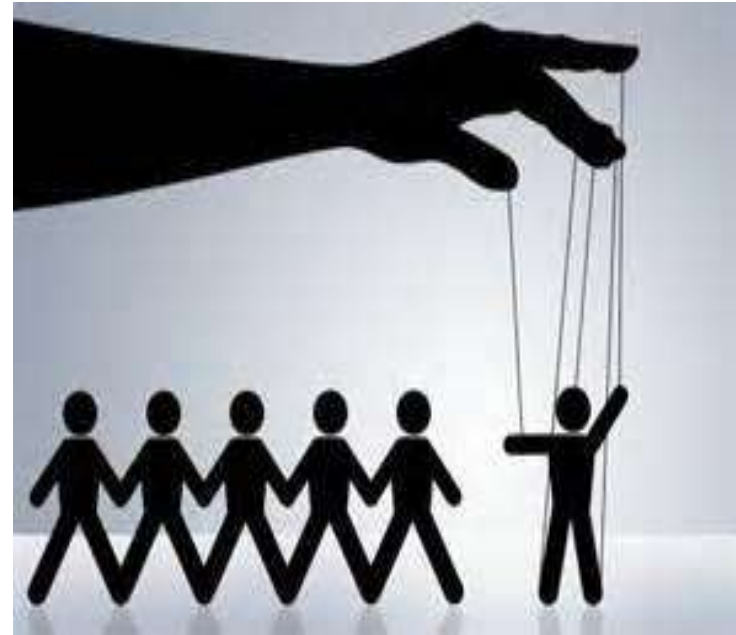
GOAL SETTING

- S** Specific
- M** Measurable
- A** Achievable
- R** Realistic
- T** Timely



What if Time is Not Managed Properly?

- Poor workflow
- Poor quality of work
- Procrastination
- Loss of control
- Poor reputation
- Wasted time

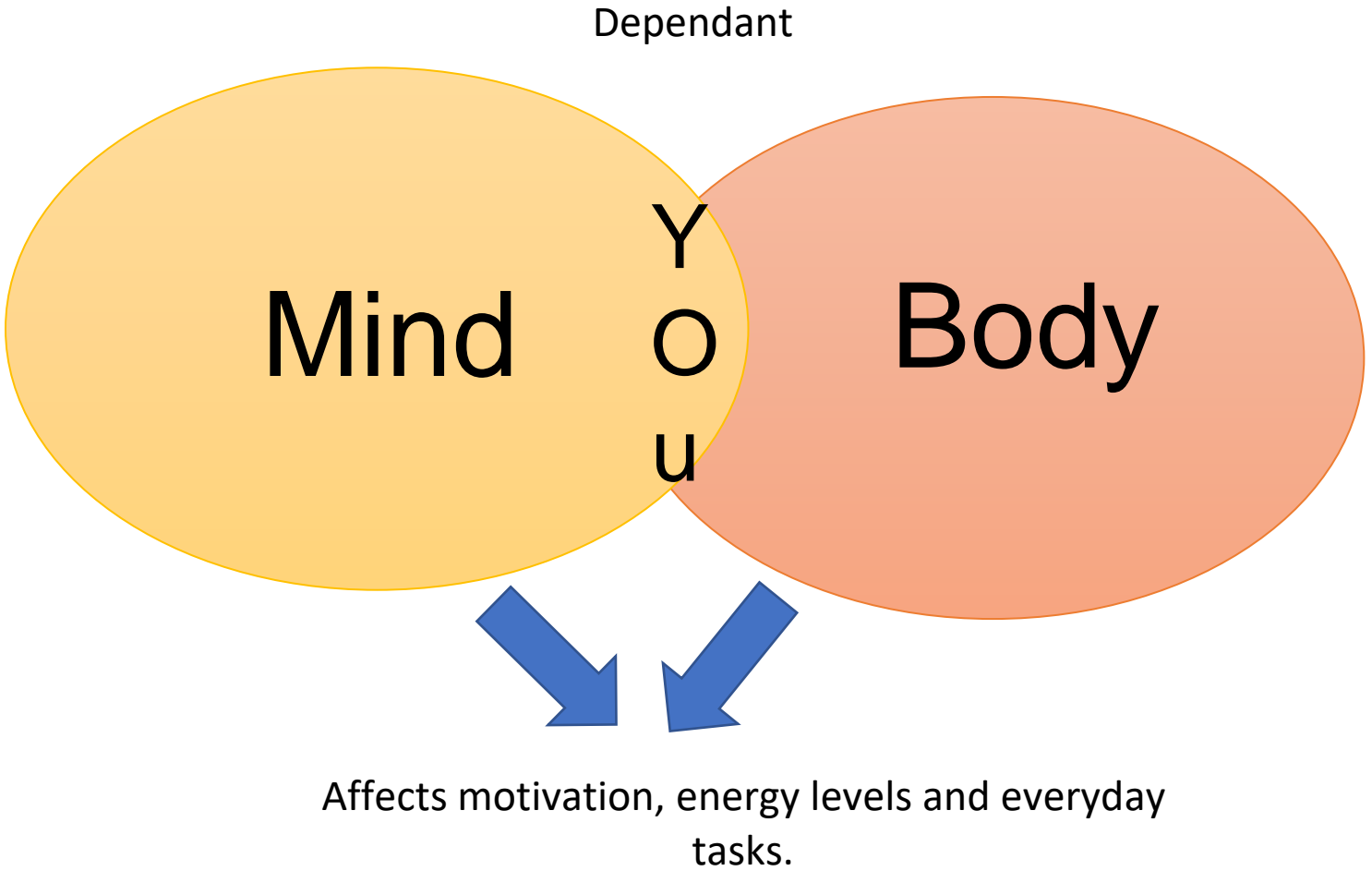




How to get rid of Procrastination

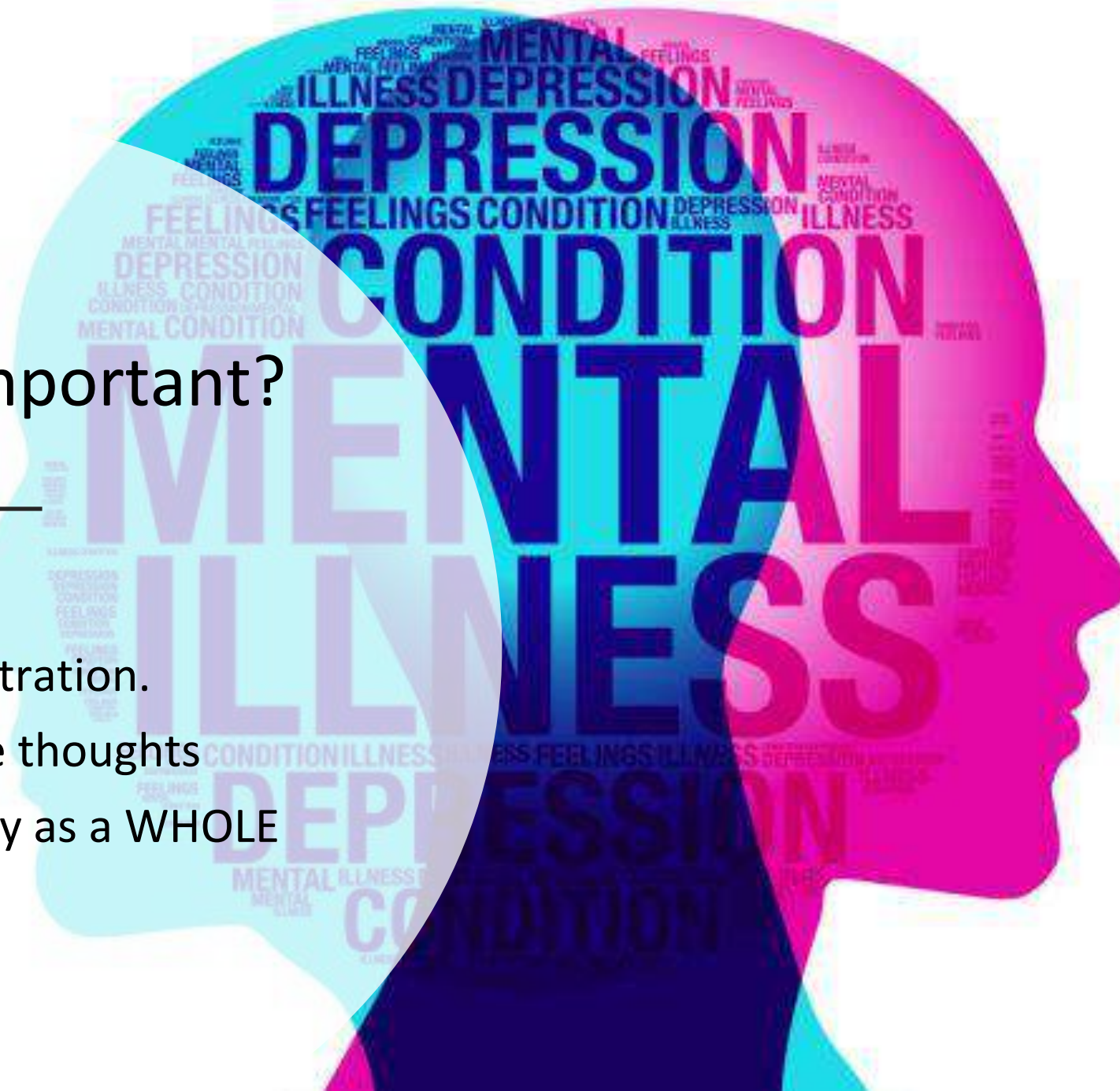
- Create a to-do list.
- Do not multi task.
- Finish important work first.
- Don't wait for motivation, do it now!
- Get rid of distractions.
- Take small breaks.

Physical & Mental Health



Why is it Important?

- Improves mood
- Reduces stress
- Increases concentration.
- Reduces negative thoughts
- Keeps you healthy as a **WHOLE**

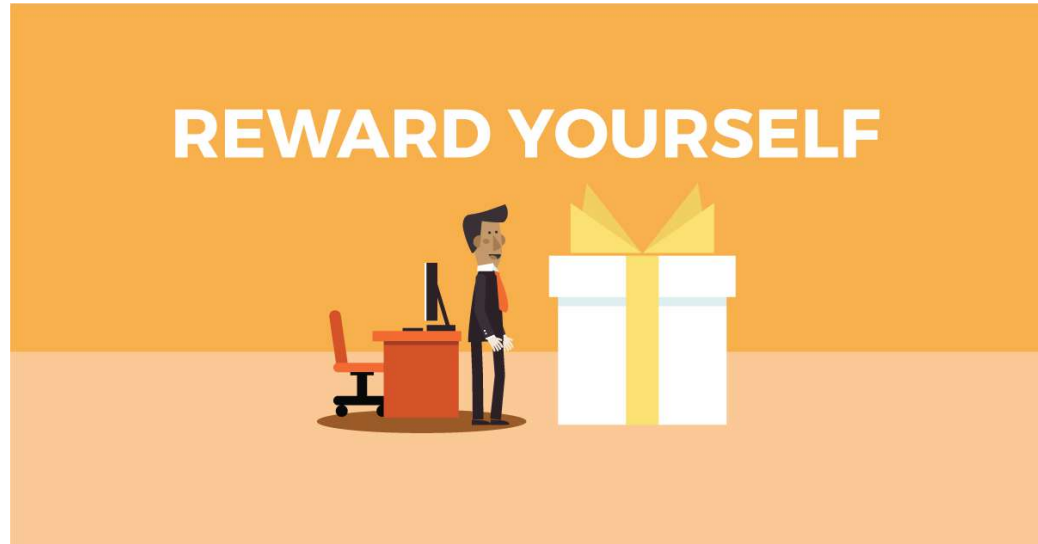


What are the signs?

- Change in behaviour
- Social withdrawal
- Constant unpleasant thoughts
- Increased fear and anger
- Dramatic changes in eating and sleeping habits

What can you do?

- Counselling
- Balanced diet
- Find a sport
- Reward yourself
- Sleep well
- EFT (Emotional freedom technique)



Session 4 : Why Social Media and Business Growth – Attracting and Retaining customers



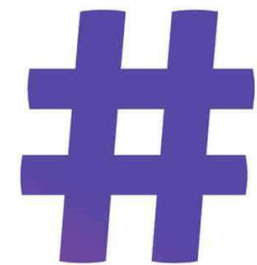
Why Social Media?

- Provide support
- Crisis management
- Increase brand awareness
- Branch out
- Communication with customers
- Humanize your brand



How can I use social media to grow my business?

- Cross promote across different channels
- Use branded icons
- Create targeted ads
- Align content and message
- Be consistent
- Add/make your hashtags
- Regular giveaways



Don'ts of social media



Don't spam your followers



Don't promote yourself ALL THE TIME



Don't overshare



Don't over post



Business Growth Variables

How can I grow my Business?

- Research Competition
- Marketing to attract customers
- Create customer loyalty programs
- Diversify your offer line up



Customer Loyalty and Retention



BUY



EARN



REDEEM

- Invest in customer services
- Collect feedback
- Don't just sell, EDUCATE
- Solve cause + Effect
- Reward the consistent customer

Marketing -> Attracting Customers

- Update old content
- Build partnerships
- Use social media
- Use/make
blogs/webinars



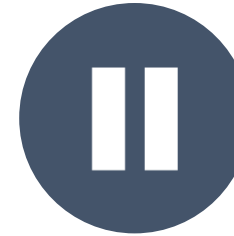
Session 5: Starting your Side Hustle & Building your Confidence



Why Side Hustle?



PEACE OF MIND



CONFIDENCE



SENSE OF PURPOSE



SELF AWARENESS &
DEVELOPMENT



FULL OWNERSHIPS
& ACCOUNTABILITY



NEW CONTACTS ->
OPPORTUNITIES

How can I Build a Side Hustle?

- Identify your skills & interests
- Differentiate yourself from competitors
- Ask for feedback
- Set SMART goals



Most valued soft skills



How can I be Self Confident?

- Affirm yourself
- Stop comparing
- Take pride in your accomplishments
- Recognize your insecurities
- Learn from your failures
- Be comfortable with fear
- Practice self-care
- BELIEVE IN YOURSELF

