

Bandura's Self Efficacy

Self efficacy is a belief in one's ability to perform a specific task. It's like self-confidence, but for individual behaviours rather than as a broad personality trait.

To make a lasting difference, participants have to be willing to use the skills they've developed in our programs in the real world. The key determinant of this isn't their competence at the skill, but their confidence in using it.

For this reason, we focus on developing both skill competence and skill confidence.

Leveraging Bandura's findings on building self-efficacy, we ensure participants:

- experience themselves being successful using the skills
- see others (both coaches and participants) use the skills successfully
- get genuine affirmation about their effectiveness using the skills successfully

