



HOW TO BECOME A CONFIDENT  
COMMUNICATOR (WITHOUT FAKING IT)

# THE “BRAVE” FRAMEWORK

EVERYTHING COMMUNICATION

# Here's The Reality

Confidence isn't something you're born with - it's a skill you build. No one comes out of the womb speaking with authority in meetings, delivering keynotes to 1000's of people, or boldly making small talk in a room full of strangers (AKA Networking).

That's why most people struggle: we never get taught how to be confident. Most of us treat confidence like a personality trait instead of a muscle.

But when you understand what actually builds your confidence muscle - you realise you have way more control than you thought.

*Nathan John*

## ABOUT NATHAN

Nathan John is a multi award-winning speaker, consultant and coach. He's delivered talks and training for organisations incl. the NHS, Norton Rose, Sureserve and others across the UK.

Despite not being a naturally confident speaker, Nathan also founded the world's first Gen Z public speaking agency at 19.

Now he works with ambitious professionals and entrepreneurs to build their voices and scale their impact.



## TESTIMONIALS



After working with Nathan I raised **over £100,000** through pitching alone; best investment I've made in my startup journey. Partners can finally see the why behind the what!"

- **Jedidiah O (Previous Client)**

"Being coached by Nathan was completely **transformative**...doing the programme has changed the trajectory of my career"

- **Shekinah A (Previous Client)**

"I was really struggling with my Pitch and Tonality but since speaking with Nathan I have the knowledge and **confidence** to change

- **Yanmi O (Previous Client)**

"Since joining the programme my entire approach to public speaking has changed; If you're a technical person who feels like your message is getting **lost in translation** you need to work with Nathan"

- **Redacted (Previous Client)**

## 01 B – Beliefs (Reframe your limiting beliefs)

### Why it matters:

Your internal beliefs are the operating system for your behaviour. If the OS is corrupted ("I'm not good enough", "People like me don't succeed here"), then no amount of effort on top will stick. Reframing beliefs is the foundation of real, lasting confidence.

### What is it:

Limiting beliefs are autopilot stories you've repeated so often they feel like facts. They're shortcuts your brain uses to "keep you safe", even when they keep you small.

### How to implement it: - APPENDIX A

- Name the narrative: Write down the belief that's holding you back. ("I'm inexperienced", "I'm too young", "I'm not a good speaker.")
- Find the origin: Ask "Where did I learn this?" (School? A parent? One bad moment?)
- Rewrite the belief: Flip it into a powerful truth.
- "I'm inexperienced" → "I'm building experience every day."

## 02 R – Relationships (Surround yourself with the right people)

### Why it matters:

Confidence is contagious. The people around you shape your identity more than you realise. If you surround yourself with takers, critics, and drainers, your confidence erodes. If you're around builders, encouragers, and believers, it compounds.

### What is it:

This is about intentionally curating your inner circle: the people whose voice you allow to influence your self-worth, ambition, and direction.

### How to implement it: - APPENDIX B

- Audit your circle: Write down the 5 people you spend the most time with. Next to each name, put:
- ⚡ Giver = energises you - 🚰 Drainer = drains you
- Increase the givers: Spend more time with people who believe in you, challenge you, and grow you.
- Set boundaries with drainers: You don't need a dramatic exit. Just limit exposure and emotional availability.

## 03 A – Acquire Knowledge (Gain more information to rewrite your story)

### Why it matters:

You're only afraid of what you don't understand. Knowledge kills uncertainty - and uncertainty is where most fear lives. When you understand something deeply, your confidence naturally rises because you trust yourself more.

### What is it:

This is about closing your knowledge gaps: facts, techniques, frameworks, and insights that make a scary situation feel simple, predictable, and manageable.

### How to implement it:

- Identify what you're scared of: Is it public speaking? Networking? Starting conversations?
- Find the missing information - What don't you know yet? What specifically feels uncertain?
- Learn deliberately - Watch breakdown videos, Read practical guides
- Study frameworks (CEGAR, your communication tools, etc.)

## 04 V – View (Study experts and those who do it well)

### Why it matters:

Confidence grows when you have a reference point. Seeing someone else do what you want to do shows you it's possible - and gives you a blueprint to follow. When you've seen it done 100 times, your brain treats it as familiar, not threatening..

### What is it:

Modelling. Observation. Exposure therapy through excellence. You intentionally watch people who are skilled so your brain learns the rhythm, tone, energy, and structure of the behaviour you want.

### How to implement it:

- Pick 3–5 role models in the area you want confidence in (speaking, leadership, networking, presenting).
- Analyse them deliberately:
  - How do they open?
  - How do they hold eye contact?
  - How do they structure stories?
  - What do they do when they pause?

## 05 E – Experience (Take action and build evidence)

### Why it matters:

This is the most important pillar. Confidence doesn't come from thinking - it comes from doing. Repetition builds evidence. Evidence builds certainty. And certainty is the purest form of confidence.

### What is it:

Experience is simply taking action: stepping into rooms, conversations, challenges, and situations where you can apply the skills you're building. Every rep is a confidence deposit.

### How to implement it:

- Start small: Don't jump from 0 to 100. Go from 0 to 1.
- Do it before you feel ready: Readiness is a myth.
- Reflect after every experience: What went well? What would I improve? What did I learn?
- The hard part: Most people either skip reflection entirely, or they do it wrong - they ruminate instead of learning. This is where live feedback changes everything, because you need someone to help you see what you actually learned vs. what you think you learned.

## THESE FIXES ARE A GREAT START - BUT THEY'RE JUST THE BEGINNING

The BRAVE framework helps build the foundation.

But it's only the first step.

How you actually show up - in meetings, presentations, conversation - is where confidence becomes influence. And that's where most people plateau, because building internal confidence doesn't automatically teach you how to structure an idea, read a room, or position yourself in a way that makes people listen.

That's why I built **The Everything Communication Programme**

A 4-week intensive public speaking coaching programme to help guide you to your next level

To find out more details and check your eligibility - [click here](#)

# APPENDIX A

## The Belief Audit

Step Description	Your Answer
<p><b>Step 1: Name the Narrative</b> What's the belief that's holding you back?</p> <p>(Write it as if you're telling a friend - be specific) Example: "I'm too junior to speak up in meetings"</p>	<p>Answer 1</p> <p>Answer 2</p>
<p><b>Step 2: Find the Origin</b> Where did you learn this? When did it start feeling true?</p> <p>(School? A parent? A pattern?) Example: "Got laughed at in school when I raised my hand"</p>	<p>Answer 1</p> <p>Answer 2</p>
<p><b>Step 3: Name the Cost</b> What has this belief cost you?</p> <p>(Opportunities missed? Promotions you didn't go for?) Example: "I didn't speak up at work &amp; someone stole my idea"</p>	<p>Answer 1</p> <p>Answer 2</p>
<p><b>Step 4: Rewrite It</b> Flip it into something true AND powerful.</p> <p>(Not surface level like "I'm amazing"- that feels fake.) Example: "I'm building credibility every time I speak up"</p>	<p>Answer 1</p> <p>Answer 2</p>
<p><b>Step 5: One Action This Week</b> What's one small thing you'll do to start living this new belief?</p> <p>Example: "Ask one question in my next meeting"</p>	<p>Answer 1</p> <p>Answer 2</p>

# APPENDIX B

## The Circle Audit

### Step 1: Map Your Inner Circle

Write down the 5 people you spend the most time with or whose opinion matters most to you.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### Step 2: Rate Each One

Next to each name, mark:

- G = Giver (energises you, believes in you, grows you)
- D = Drainer (criticises, exhausts you, holds you back)
- M = Mixed (sometimes one, sometimes the other)

### Step 3: One Action

This Month Pick ONE person:

If they're a Giver: How will you invest more in this relationship? (Coffee? Call? Share something real?)

Action: \_\_\_\_\_

If they're a Drainer: What's one boundary you'll set? (Not dramatic. Just: less time, less emotional availability, change the subject faster)

Action: \_\_\_\_\_



IF YOU'RE SERIOUS  
ABOUT REACHING YOUR  
NEXT LEVEL



[BOOK A CALL WITH NATHAN](#)

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