

The Confidence Cliff

Even high performers lose their edge.
Here's how to get it back.





Spot the drop-off early

What to look for

Suddenly second-guessing everything.

What it means

You're not regressing.

You're adapting to altitude.

What to do

Snap a photo anytime you get praise: from Slack, email, even a sticky note.

Call it your "Cliff Notes" (*Get it?*)



2

Anchor to facts

What to look for

You feel like you're failing, but there's no evidence.

What it means

Feelings lie. Evidence doesn't.

What to do

Start a receipts folder. Screenshots, shoutouts, results. Re-read before big meetings or pivotal moments.



3

Say it out loud

What to look for

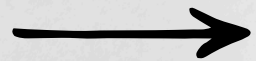
Quiet panic and a very loud inner critic.

What it means

Unspoken doubt gets bigger. Naming it shrinks it.

What to do

Record a voice memo pep talk—like you're talking to a friend. Then play it back.



4

Ditch the “shoulds”

What to look for

“I should know this by now” on repeat.

What it means

Shame posing as ambition.

What to do

Replace every “should” with
“Who said that?”
Then challenge the source.



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Create a power pocket

What to look for

You isolate. Then spiral. Then scroll LinkedIn.

What it means

Confidence isn't solo work. You need backup.

What to do

Text one of your "3am people" right now. (Even better—send a meme.)



6

Don't scramble to prove yourself

What to look for

Suddenly saying yes to everything.

What it means

You're trying to re-earn what you already earned.

What to do

Make a "doing too much" list.

Cross 2 off.

Replace them with one bold, strategic (and visible) move.



7

Know this: You're not broken

What to look for

Why can't I handle this?

What it means

Confidence is situational. You didn't lose it — you changed altitude.

What to do

Write down 3 times you felt unqualified... and proved yourself wrong.



8

Don't confuse growth with danger

What to look for

Feeling physically anxious about something new.

What it means

Panic and progress can feel identical at first.

What to do

Rename the feeling. Try:
"This is adrenaline.
That means I care."



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Rebuild your rhythm

What to look for

You're unsure what you've even *done* this week.

What it means

Momentum disappears without milestones.

What to do

Pick a tiny Friday ritual:
One win, written down.
Every week. No skipping.



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Stephanie Eidelman

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