

# The Confidence Craft.

## NICOLE GREENFIELD-SMITH

Nicole Greenfield-Smith is a certified Master neuro-coach and an accredited NLP (Neuro-Linguistic Programming) and IEMT (Integral Eye Movement Therapy) practitioner.

She's also a communication, behaviour and body language specialist (most recently for the TV show, 'I'm a Celebrity Get Me Out of Here') and an experienced public speaker.

Using her unique 'Inside Out' approach she empowers women to break through their confidence barriers and perform at their peak so they can believe, achieve and receive in life and business.

[Images available here](#)

### **About Nicole:**

Nicole Greenfield-Smith (45) is on a mission to help women believe, achieve and receive in their careers, lives and business by breaking through their confidence barriers and unleashing their inner power.

As a fully certified Master neuro-change coach with strong foundations in communication and behavioural psychology, Nicole empowers women to overcome imposter syndrome, champion themselves and get seen, heard and remembered for the right reasons.

Coming from a working class family in Nottingham, Nicole was the first in her family to attend university. She studied Human Communication and Linguistics at Lancaster University, graduating in 1999. A year later she achieved a Masters in Consultancy and Research funded by The Guardian newspaper.

Starting her early career in the media and advertising industry as a media auditor in London, it wasn't long before Nicole experienced the 'Boys Club' mentality that saw her pitted against colleagues in a toxic culture. Finding herself paid less than those from more affluent backgrounds, Nicole witnessed first-hand the divide between social class in the world of work. This also had a profound impact on her own confidence and she struggled with impostor syndrome from early in her career.

Stepping away from the agency world, Nicole then took up a role at a UK broadcaster as a media planner before opting for voluntary redundancy. Believing she was about to lose her job, Nicole let her own battles with self confidence influence her and she left despite her employer asking her to stay.

Next she moved onto roles in media planning at the BBC, Accenture and finally joined TV trade powerhouse Thinkbox in 2006. As one of its first employees, Nicole stayed at the company for 14 years and became one of its most prominent members, speaking at global events, conferences and workshops in locations from Madrid to Moscow.

Despite regularly standing on the global stage, she continually doubted herself. As an introvert in an extroverts' world, she constantly felt she was battling her own confidence to give a convincing and authoritative performance.

Others praised her 'natural' presenting skills, but Nicole realised her self-doubt and confidence challenges were deeper psychological barriers instead of a simple fixes.

The turning point came when she saw some research and realised she was not alone. Many other people in her industry felt the same way - especially women. Behind the scenes, Nicole started to see so many women crippled by confidence issues and self-doubt, or trying to 'fake it to make it' - even those that had high-flying careers.

She retrained to become a certified Master neuro-coach, NLP and IEMT practitioner to not only help herself to overcome these same issues, but to help others too. She began coaching people within the workplace around mindset and public speaking, with much success.

At the beginning of the pandemic in 2020, Nicole took the ultimate test in self-confidence and started her own business, The Confidence Craft. Using the unique methodology she had previously developed for herself and her colleagues, Nicole now focuses on helping women around the world to overcome their limits, smash their goals and be the most confident version of themselves possible.

Despite the pandemic, the business grew and Nicole found herself regularly called upon to support women master their mindsets and perform at their peak - as well as helping them to communicate powerfully in person, via video and on public speaking platforms.

With her accreditations in Neuro-Change coaching, NLP (neuro-linguistic programming), IEMT (integral eye movement therapy) and her education and career background in behavioural psychology and human communication, Nicole applied her unique 'Inside Out' and saw it work wonders.

Spotting a gap in the market for women seeking to overcome their mindset challenges - particularly entrepreneurs and high-flying career women, Nicole applies her unique concept in 1-2-1 sessions, group settings and workshops, as well as in companies spanning industries from media and travel, to charity and finance.

Pioneering her proven approach to confidence building, Nicole aims to help as many women as possible to overcome their confidence issues and break through barriers that are holding them back so that they believe in themselves, achieve more and receive the success and income they deserve.

For more information about Nicole, visit: <https://www.theconfidencecraft.com/>



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**Able to comment on:**

- Overcoming confidence barriers, impostor syndrome and mental blocks to build confidence in business and entrepreneurship
- Mindset, behaviour and action-taking to create peak performance in life and business
- Body language- behaviour and communication
- Introverts vs extroverts and getting the most out of different personality types in the workplace
- Human behaviour and psychology and how it shapes our communication, attitudes and actions.
- Recognising toxic workplaces and employer red flags
- Supporting women and parents in the world of work
- Career burnout and taking back control
- You can have it all; juggling parenting alongside a busy career and work life
- Psychology behind parenting when it comes to building childhood confidence.
- Working class childhood and how it can drive determination and shape careers and self perception
- Classism in the workplace and challenging elitist attitudes
- Neuroscience, NLP & IEMT (integral eye movement therapy), what they are, how they can help people and how to get started
- Being introverted in an extroverted business/ workplace/ career/ industry/ role and how to be at your best without burning out or breaking down
- Supporting highly allergic or autistic children.

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**Expert/Superpower topics:**

- 'You can only go as far as your confidence lets you': I'm a confidence coach and here are my tips for overcoming self-doubt & imposter syndrome to unleash your true potential
- No one's coming to save you; why you owe it to yourself to stop playing small, own your power and become the most confident person you can be.
- How to master your mindset, own your behaviour and electrify your communication.
- The Boys Club in business is over: Here's why it's time to allow confidence, talent and perseverance to take the lead
- I was discriminated against because of my class and it destroyed my confidence, Here's how I bounced back to build a business helping others feel more confident and create huge success.
- You don't have to live with impostor syndrome! Here's how to tackle it in five easy steps.
- How to become confident in three free and easy steps, even if it feels like the opposite of where you are right now
- Self doubt, perfectionism and fear of failure; the three most common barriers holding women back from achieving their goals and enjoying success - and how to overcome them
- How to own a room: speaking with authenticity and authority as a career woman/ female entrepreneur
- How to build a strong CEO mindset when the whole concept feels like it belongs to someone else.
- How to become a public speaking master, even when you're terrified!

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**Social media:**

Instagram: [https://www.instagram.com/nicole\\_theconfidencecraft/](https://www.instagram.com/nicole_theconfidencecraft/)

Facebook: <https://www.facebook.com/theconfidencecraft>

LinkedIn: <https://www.linkedin.com/in/nicole-greenfield-smith-ab822918/>



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## **Notes to editor:**

Based in Kent but operating globally, The Confidence Craft was founded in 2020 by Nicole Greenfield-Smith, a certified and accredited Master Neuro-Coach, NLP (neuro-linguistic programming) and IEMT (integral eye movement therapy) practitioner and a communication and behaviour specialist.

Nicole supports and empowers women to break through confidence barriers and powerfully put themselves out there. After battling her confidence demons, operating as an introvert in an extroverts' world and speaking on global stages as part of her high-flying career, she realised she was not alone and many other women struggled with confidence issues too, even those you would never predict.

Using her unique 'Inside Out' methodology and background in communication, behavioural psychology and coaching, she is on a mission to help women around the world believe, achieve and receive all that they desire by becoming the most confident version of themselves.

For more information please visit: <https://www.theconfidencecraft.com/>

Nicole can be contacted on [nicole@theconfidencecraft.com](mailto:nicole@theconfidencecraft.com)

Images available here: <http://bit.ly/3vVoSvh>