

February is Boost Self-Esteem Month

# Build your confidence— starting today

Self-esteem is how you feel about yourself. When it's healthy, you recognize your strengths and appreciate the good in your life. The great news? You can strengthen it. Here's how:

- **Flip the script on self-criticism.** Replace harsh inner voices with kinder ones. Celebrate wins, big and small, and own what you're good at.
- **Show yourself compassion.** Everyone is a work in progress. Treat yourself like you'd treat a good friend, with kindness and understanding.
- **Stop the comparison game.** Social media shows highlight reels, not reality. Focus on your path and progress, not someone else's.
- **Find growth in every experience.** When things don't go as planned, ask what you learned instead of dwelling on the disappointment. Turn obstacles into stepping stones.
- **Build your crew.** Surround yourself with people who uplift you. A positive circle makes a real difference in how you see yourself.



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