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Even minor experiences that teach you to embrace failure and weather mild embarrassment — like a ballet class or a hip hop dance class — can become powerful tools in building courage. Stitch Fix founder and CEO Katrina Lake observes that confidence is learned, not innate, and can be fostered by doing scary things.



Transcript

- I love going to like a ballet class 00:00:03,740 or a hip hop dance class.. I can tell you I'm not very good at either of those things.. And like, you know, I think, I think it's like a, it's a humbling experience.. And so like the short answer to your question is like, I really, I am a confident person, like I really am.. And I'm not sure that I would have said that, honestly, when I was a student at Stanford and like, I don't know that I would have said that.. And I do think like, like a lot of things, like it's learned, it's a skill that you can actually develop over time.. And like, I think the more that you can do scary things or things that like might hurt your ego and then you come out of it and you're like, that didn't hurt my ego, that actually wasn't that bad.. And like, the more you do that, like I think the more you realize how resilient you are.. And I think so much of the confident question is just like, it's a fear, it's a fear of the unknown a little bit, right? (upbeat music)..