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For Immediate Release

THE CENTER FOR CONFIDENCE, LLC ANNOUNCES *THE CONFIDENCE* COMMANDER LIFESTYLE BRAND FOR WOMEN

Jacksonville, FL (May 1, 2018): What does confidence look like, feel like, and represent to you? The leading brand in confidence coaching has launched a global lifestyle brand to show women what confidence looks like as a daily way of life.

After years of research and social commentary on why women are not achieving equity, only small strides have been made increase access the tools, strategies, and support women need to boldly and unapologetically step into their full life experience. This requires skills that are anchored in four characteristics that I believe will break this cycle of trepidation: courage, authenticity, decisiveness, and poise.

The brand aims to provide members with tangible skills, strategies and support that empower them to have the audacity to be, do and have what they want. With the creation of an online global community of Confidence Circles, individuals will have the capacity to support each other's self-development, career, relationship, and lifestyle goals by acting as personal champions and through organized "dream action teams." Member activities will be directed by a team of confidence coaches who will help them build resilience across four areas of their lives: self, career, relationships, and personal space (safety and security in their home and personal environments).

"Confidence plays a significant role in a woman's success. Without it, she will spend her entire life in the holding pattern. Her FEAR of judgment, criticism, and self-doubt will cause her to second guess her decisions, often contributing to internal paralysis. And, no one should live like that," says [Dr. V. Brooks Dunbar](#), founder of the brand and parent company, [The Center For Confidence, LLC](#). "I've dedicated my life to reversing that fate. Dunbar's mission is to empower professional women to step boldly into their lives by providing them the tools, strategies and support to trust their decisions, act with conviction and stand firmly in their beliefs."

"Confidence-building is an often misunderstood process," says Dunbar. "Confidence can be built up or broken down and its importance to living a successful life goes beyond issues centered on self-esteem and self-worth which generally applies to having

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personal confidence. Here, we're also talking about efficacy and resilience which speaks to professional confidence.

Dunbar created the **Discover Your Confidence Zones™** customized personal audit system that includes a comprehensive audit focusing on the level of confidence a woman exudes in various aspects of her life. From believing and asking for what she is worth and having an ability to lead and influence, to how confident she is in the self-image she projects both personally and professionally. The program allows TCFC to laser in on what area's she needs to elevate so the team of professional coaches can address those needs according to the four pillars of action: courage, authenticity, decisiveness, and poise.

Women also have the option to take a self-audit in the area Dr. V finds to be most critical to confidence building. The Relational Confidence Workbook is available as a free download.

"Our proprietary system is customized specifically for professional women who are ready to radically eliminate self-doubt, elevate self-worth and move past the fears that have previously gotten in their way," says Dunbar "Our clients learn how to operate from a place of power, which positions them to succeed both in their personal and professional life."

Members can participate in a Call To Action to take the [Confidence Commander Pledge](#) to create the mindset to help frame the behaviors members are encouraged to take. We are on a mission to have 1 MILLION people take the confidence commander pledge to act with courage, authenticity, decisiveness, and poise. You can take the pledge on the company's homepage at www.drrebrooksdunbar.com

ABOUT THE CENTER FOR CONFIDENCE, LLC:

TCFC is the nation's only dedicated authority on Leadership Development through Confidence Ascension. With the introduction of The Confidence Commander Lifestyle Brand, our goal is to transform the way women show up, conduct business and make an impact by developing bold, unapologetic and authentic leaders who recognize they are worthy of experiencing life on their own terms.

The mission of TCFC is to empower every individual to gain and sustain confidence to achieve their full life potential with a vision to create more confident leaders, from the earliest age and opportunity.

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Services range from one-on-one coaching and group coaching to corporate training seminars and workshops.

ABOUT DR V BROOKS DUNBAR:

For decades, Dr. V has been the engine behind women who are changing the world.

She is an author, speaker, conversationalist, and command (leadership) confidence coach. In 2017 she authored the motivational book on women and self-leadership titled, *DIVA DECISIONS: How to Get from Smart to Intelligent by Claiming Your Power of Choice*, and is the creator of DISCOVER YOUR CONFIDENCE ZONES,[™] a personal audit system designed to help women unleash their power to lead with commanding confidence.

Dr. V has spent more than two decades mentoring and coaching women and girls around the globe. She is a former expatriate working, studying, and traveling in Europe, Central America, and South America. She is a passionate advocate for small businesses, entrepreneurship, and leadership equity for women. She is on a mission to develop more confident leaders, empower individuals to act on their dreams, and create life-changing opportunities to help people reach their full potential.

Dr. Dunbar is currently CEO/Founder and Lead Coach at The Center For Confidence, LLC, the nation's only dedicated authority on Leadership Development through Confidence Ascension. She is also the creator of the confident living lifestyle brand, Dr. V, The Confidence Commander. She has been featured on news affiliates for NPR, CBS, FOX, ABC, and others. Help Dr. V to reach her goal of 1 million who have taken The Confidence Commander Pledge at www.drVBrooksDunbar.com.

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