

# Fake It 'Til You Make It: Why Faking Confidence Is Actually A Really Good Strategy at Work

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## ***Bustle:***

You've probably heard the phrase "fake it 'til you make it." The idea is that imitating confidence — be it at work, in romance, or whatever — can A) trick people into thinking you're competent and confident and B) eventually lead to *actual* competence and confidence. But does it really work? Experts say yes! In an article at *Fast Company*, Drake Baer, co-author of organizational psychology book *Everything Connects*, looks at how appearances can be convincing when it comes to confidence.

"In a perfect — or at least more rational world — the most qualified people would rise fastest," Baer writes. "But new research suggests that just appearing to be competent is as important to getting ahead" at work. According to business professors Gavin Kilduff (New York University) and Adam Galinsky (Columbia Business School), the way individuals feel or act upon entering a group setting will shape their long-term status in it. Those who start off confident will be more assertive, and thus appear more able — which in turn will lead to higher regard among group members going forward, the business profs says.

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