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# 5 Power Phrases for When You See More in Employees Than They See in Themselves

## Power Phrase #1

**“Do you know how good you are?”**

Opens the door for you to share your more objective perspective on their performance.

**Best for:** Confidence Boost + Coaching

## Power Phrase #2

**“You’re judging yourself by what you don’t know yet. I’m judging you by how much you’ve grown.”**

Reminds them that growth is hard to notice from the inside, but obvious to someone watching over time.

**Best for:** Overcoming Self-Doubt

## Power Phrase #3

**“I know this seems hard, but I’m assigning it to you because I believe you can do it.”**

Sets the expectation that work includes challenge.

**Best for:** Stretch Assignments.

## Power Phrase #5

**“I know this seems hard, but I’m assigning it to you because I believe you can do it.”**

Lowers the bar to a first baby-step and offers support so they can start moving.

**Best for:** Getting the First 'Yes'

## Power Phrase 4

**There's a difference between not being ready and being uncomfortable.**

Reframes nerves as normal discomfort, not proof of incapability.

**Best for:** Breaking Comfort Zones.

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**5 POWER PHRASES FOR GROWTH**  
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