

“Maintaining good self esteem is a lifelong process. Think of it as a mental muscle: you can get by on a day-to-day basis with little to no regular exercise, but when the time comes for you to run from a lion, you’re likely to be lunch. The same goes for psychological resilience and good self esteem.”

Counsellor and coach Cliff Matthews draws on his decades of experience, personal and professional, to help readers navigate the essential but often mysterious processes of building self esteem and recovering from trauma. Cliff shares anecdotes from the lives of ordinary people who overcame extraordinary odds, while providing a framework for surviving the modern world built on personal principles, values, relationships and a strong sense of self.

Frank, candid and kind, *This Way Forward* maps a journey to self-sufficiency and wellbeing that anyone can follow.



Cliff Matthews is a seasoned behavioural specialist and executive coach with industry experience spanning 30 years. Along with postgraduate degrees in Psychology and Management, his consulting work with many of South Africa’s largest and established corporates – including Shell, Pick ’n Pay, Sasol, Transnet and Standard Bank to name some – has given him unique insight into the challenges of blending personal and career

development, authentic leadership, managerial skills development, team performance and cohesion. As an expert in the field of emotional ownership, Cliff’s work is about giving individuals the necessary tools to unlock the necessary skills and ambition to succeed and find happiness in many aspects of life.

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THIS WAY FORWARD

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Authentic self esteem:
The pathway to meaning
and success

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