

## Role models or vicarious experiences

The good role model shows the way towards the first stepping stone, making it easier to move into a new domain. The role model can, for example, tell a story of a work-related achievement, such as how he or she got his or her first customer, the first action he or she took, or the first phone call he or she made, making it possible to envision one's next steps in pursuit of one's goal, and helping the participant become more like his or her role model.

According to Bandura, the notion of role models also has the meaning of model learning. That means, we learn, just as children learn a language; through role models, acquisition, imitation, and repetition.

Observing others who achieve good results increases one's belief in one's own mastering. The more these role models resemble the participant, the more convincing their behaviour is on the observer's self-efficacy. Certain setbacks and difficulties are considered useful, in the sense that they teach us that a successful outcome usually requires constant effort.