

ABSTRACT

Previous research put little emphasis on investigating the mediating factors affecting self-talk's effectiveness on cognitive performance. Therefore, the present study explored the association of self-talk, self-efficacy and cognitive performance. This study hypothesized that self-talk is effective in enhancing self-efficacy and cognitive performance, mediated by other self-leadership strategies. 110 participants completed an online assessment, during which experimental group participants were presented a self-talk instruction and control group participants were asked to read a neutral article before completing the cognitive task. Both groups also finished a self-leadership questionnaire upon completion of the cognitive task. Findings confirmed the main effect of self-talk on self-efficacy but indicated no significant effect of self-talk on cognitive performance. Mediation analysis subsequently revealed one of the self-leadership strategies - visualizing successful performance, partially mediated the relationship of self-talk and self-efficacy. The study provides insights for developing self-talk training programs in counseling, educational and organizational settings to enhance the people's self-efficacy.

Keywords: self-talk, self-efficacy, visualizing successful performance