

Be better at work. Feel better in life.

Why does **self-awareness** matter?

Success: this is why self-awareness matters.

In our own research, survey respondents reported that increased self-awareness led to improvement in **confidence, decision-making, people management and stress management.**

Confidence

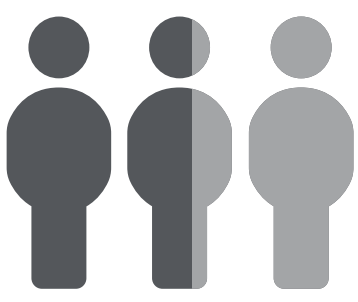
DECISION-MAKING

People management

Stress management

Where is self-awareness **most helpful**?

We also asked people where their self-awareness has been **most helpful**:



58%

Working with others in a team



54%

Coping with stress



45%

Managing and leading others



50%

Dealing with change



53%

Acting as a coach



33%

Dealing with clients



28%

Receiving coaching or feedback

What are the **business benefits** of increasing self-awareness?

The MBTI® assessment helps you heightens your self-awareness.

In our survey, we asked people what benefits they'd experienced since they became aware of their MBTI type. Here are the top results.

88%

of respondents said they **capitalise on their strengths more**

65%

said they **make better decisions**

74%

said they **are a more confident leader**

72%

said they **feel more confident in their contribution at work**

How to increase **self-awareness**

There are many ways to develop your self-awareness, but a mix of methods will probably work best.

Here are some of the most popular, based on responses to our *Type and Self-Awareness* survey.



Feedback from peers



Completing personality questionnaires



Feedback from family



Visit the website for more on self-awareness and other research areas www.themyersbriggs.com

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Type and Self-Awareness survey, OPP Ltd, 2017. The research was conducted between April and June 2017. Of the 937 respondents, 71% were female, 27% were male, and 2% were transgender/preferred not to disclose. The age range was 14 to 90 years, with a mean age of 45. Respondents knew their reported MBTI® best-fit type.