

# Be better at work. Feel better in life.

## Why does **self-awareness** matter?

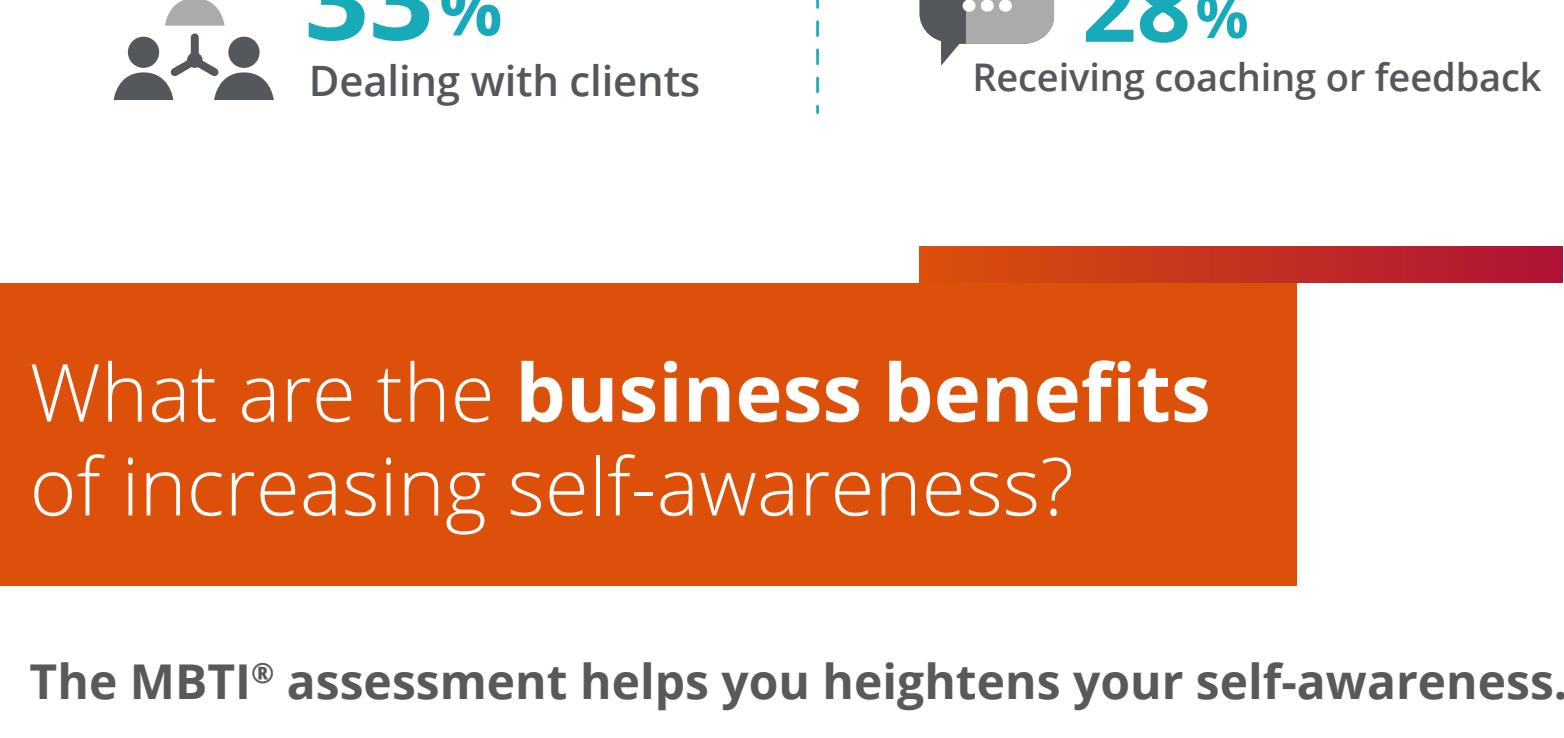
**Success:** this is why self-awareness matters.

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:**



## 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.



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

said they **make better decisions**

said they are a **more confident leader**

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

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