



# Self-awareness: a quick guide.

**Be better** at work.  
**Feel better** in life.

# What is **self-awareness**?

**Self-awareness is knowing why we feel and behave the way we do.**

It's the first step toward self-improvement.

When a person knows what makes them tick, they'll have a better idea of what they need to change so they can perform better or feel better.

Self-awareness helps people find out how they approach life. They learn why they interact with people the way they do. And they'll understand other people and their differences better, too.

## Self-awareness is

---



**An awareness** of one's own personality or individuality.

Merriam Webster Dictionary

**Conscious knowledge** of one's own character and feelings.

Oxford English Dictionary

**An understanding** of who you are and how you behave.

Respondent, Type and Self-Awareness survey, The Myers-Briggs Company, 2017

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

**Because it helps people lead more fulfilling lives.**

Daniel Goleman, psychologist and author of the best-selling book *Emotional Intelligence: Why It Can Matter More Than IQ*, has written extensively about emotional intelligence and how it affects professional success.

Self-awareness, he says, plays a crucial role in that success. Other articles and research, including our own, support this.

“ A high level of self-awareness  
was **the strongest**  
**predictor of success.** ”

*When It Comes to Business Leadership,  
Nice Guys Finish First, Green Peak Partners*



# Top 5 reasons to be self-aware

In our research, we asked people about the advantages of being self-aware. The top 5 were:

1. Understanding of reactions and motivation
2. Management of self and others
3. Ability to adapt behavior
4. Relationship improvement
5. Personal growth



*All of these areas are relevant to workplace performance. Self-awareness is the starting point!*

Empathy **EFFECTIVE** Happy  
Avoid unpleasant mistakes  
Confident **Compassion** **PEACE** Fulfilled  
Understand **Improve relationships** **Management of self** Understand  
emotions Recognize dangers **Understand**  
motivations  
Management of choices Recognize blind spots Productive  
**Adapt behaviors** **PERSONAL GROWTH**  
Understand reactions

# Where is self-awareness most helpful?



## How do people become self-aware?

**One way to increase self-awareness is to use a personality assessment.**

Taking the MBTI® (Myers-Briggs Type Indicator®) assessment, for example, helps people to know:

- What energizes them
- Which information they prefer to take in
- How they make decisions
- How they approach life

By understanding their own personality type, people have a great starting point for successful personal development.

# The big benefits of MBTI® type

We asked people what benefits they'd experienced since they became aware of their MBTI® type. Here are the top results<sup>1</sup>.



capitalize on  
their strengths  
more



make  
better  
decisions



are more  
confident  
leaders



feel more  
confident in their  
contribution at work

<sup>1</sup>Type and Self-Awareness, The Myers-Briggs Company, 2017

## Where else can you apply MBTI® personality insights?

- ✓ Leadership development
- ✓ Team development
- ✓ Culture development
- ✓ Change management
- ✓ Conflict management
- ✓ Communication improvement
- ✓ Diversity & inclusion training

For yourself

With a team

To coach others

Want to help people understand their personality so they can realize their potential?

Get MBTI® certified!

# What people say about MBTI® certification

This feedback is from people who attended our MBTI® Virtual Certification Programs. **They're all MBTI® Certified Practitioners.**

“ The course helped me understand my preferences and the ways in which I interact with others. It is important in human development (and existence) to understand the ways others connect with both me and their own world—if only to, at least, respect others' viewpoints.

**June 2021**

“ The MBTI was much more than I expected. I learned valuable information about interacting with others in group settings (teambuilding, brainstorming, planning, and implementing).

**January 2021**

“ This is a really good tool that is highly adaptable ... I like that I can use this at my current job but can also think of how I could use it in the future.

**March 2021**

“ It helped me understand myself better, learn about types and type dynamics/facets, and gave me tools for coaching and supporting people of different type preferences in working together.

**January 2021**

“ Better understanding my personality type and preferences, type dynamics, and how to use both my preferences and non-preferences in appropriate situations will make me a better leader.

**October 2020**

---

To find out more about the MBTI® certification program, visit [eu.themyersbriggs.com/en/Solutions/Get-MBTI-Certified](https://eu.themyersbriggs.com/en/Solutions/Get-MBTI-Certified)



# Self-awareness

**It's the first step to being better.**

Use the MBTI® personality assessment to understand yourself and others better.

Use it to help others understand themselves better.



To find out more, get in touch!  
We're the people development specialists.

[eu.themyersbriggs.com](http://eu.themyersbriggs.com)

