

Mirror, Mirror on the Wall

Self-Awareness:

What it is, its value, and
practical steps to increase it.

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LESSONS FROM MTN DEW



What does lack of self-awareness look like?

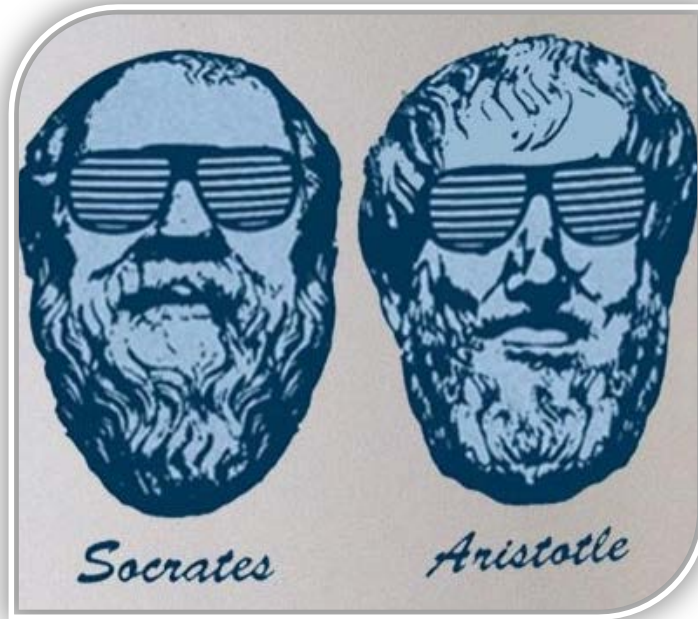
The behaviors, traits, characteristics....



What does self-awareness look like?

The behaviors, traits, characteristics....





“know thyself”
-Socrates

“knowing yourself is the beginning of all wisdom”
-Aristotle



“As soon as that self-awareness kicks in, it's possible to be more discerning about what you believe and why.”

-Seth Godin



**“Self-awareness involves deep personal honesty. It comes from asking and answering hard questions.”
-Steven Covey**



“Self-awareness is one of the rarest of human commodities. I don't mean self-consciousness where you're limiting and evaluating yourself. I mean being aware of your own patterns.”

-Tony Robbins



Self-Reflection

Meet Tasha Eurich...

“Self-awareness, at its core, is the ability to see ourselves clearly – to understand who we are, how others see us, and how we fit into the world”



Self-Awareness Is further categorized into...



Internal Self-Awareness

- VALUES
- PASSIONS
- ASPIRATIONS
- FIT

External Self-Awareness

- PATTERNS
- REACTIONS
- IMPACT



Oh, you don't have any weaknesses? Excellent, because we really only like to hire people with no self-awareness.



Why is Self-Awareness so important?



**Do you use any of these
in your work today?**

Emotional intelligence

Empathy

Influence

Persuasion

Communication

Psychological safety

Collaboration





Self-Awareness Leads to...

Higher levels of happiness

Better decisions

Better relationships

Increased creativity

More confidence

Better communication

More job promotions

Less stealing, lying, and cheating

Less aggression

Raising more mature children

So Now What?

Some practical tips to start increasing your self-awareness **TODAY.**



Practical tools and mindsets

1. Check your inner monologue
2. Don't use a broken mirror
3. Perspective checking
4. Shift your mindset
5. Change the question





1. Check your inner monologue

The world does not revolve around YOU.

- Create a habit of listening
- Cultivate humility – listen and learn when there is an opportunity

- When you start talking or post something on social media what is your goal?
 - Is it to inform?
 - Is it to “meform”?





2. Don't use a broken mirror

Who can speak truth to you about YOU?

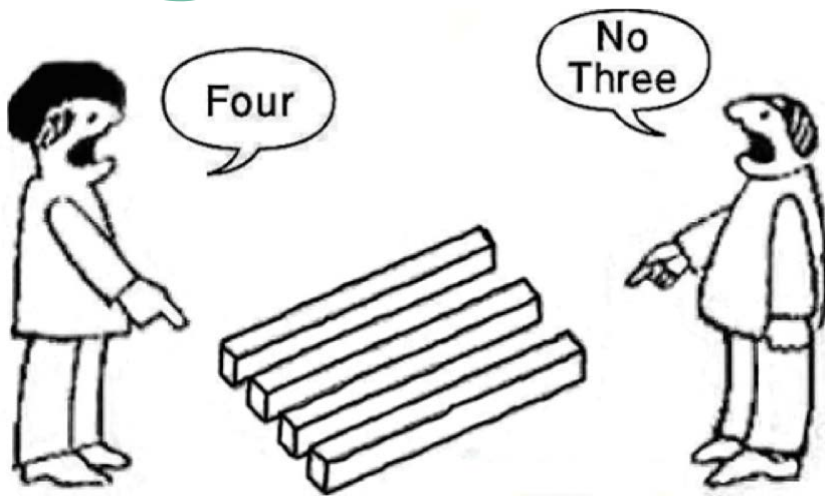
- Who is your tribe? Your village? Assemble your critics and use them to gain insight.
- Ask for feedback – honest, open, and direct feedback
- Sit down, be humble.



3. Perspective checking

See things from the *other* side.

- The ability to imagine what other people are thinking or feeling
- Build your empathy
- We judge others on their actions and ourselves on our intentions
- Step outside of yourself
- Be gracious





4. Work on yourself

Who are you? What do you stand for?

- Values
- Passions
- Aspirations
- Fit
- Patterns
- Reactions
- Impact





WHY
ME?

5. Change the question

Don't ask "why"...

- Don't place yourself as a victim, place yourself to grow
- Introspection works better with "what" or "how"
- *Why* creates defensiveness with others and with yourself
- The more we ask "why", the more we "ruminate"



Summary Slide

1. You own your behaviors and actions
2. Self-awareness is **CRITICAL** to success
3. It is never too late to increase your self-awareness



THANK YOU!

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