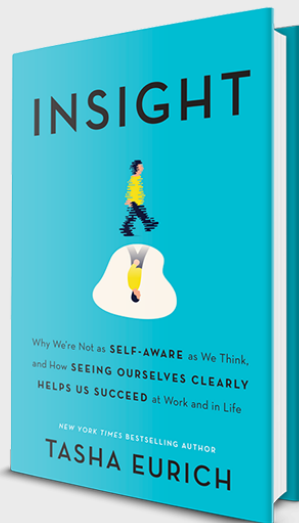


Insight

360° Perspective on *How Seeing Ourselves Clearly Helps us Succeed*



Why read this book?

Read this book if you are wondering why people never seem to understand you ...or see you as you are.

The first third of the book addresses the anatomy of self-awareness, then it breaks into internal and external self-awareness in the next two sections.

Dr. Eurich completed this research in her dissertation to provide us with the "meta skill of the 21st century." Her book is a New York Times bestseller and follows her first book, *Bankable Leadership*.



Dr. Tasha Eurich

...is an organizational psychologist, researcher and *New York Times* bestselling author who has helped thousands of professionals improve their self-awareness and success. Her PhD in Industrial-Organizational Psychology comes from Colorado State U. Look for her articles in *The Huffington Post*, *Entrepreneur* and *Forbes*.

A Glimpse

Eurich tells story after story about unaware leaders and how their glaring lack of self-awareness shows up, then she offers the escape route. "The point is to first detect the pattern, then be able to identify it when it's happening, and then experiment by making different - and better - choices." Those people who make the conversion from unaware to aware are what she calls *unicorns*.

The story that caught my attention in the first chapter was about Susan, who was abruptly fired, "completely out of the blue." If we



Facts on Self-Awareness

Hundreds of publicly traded companies found that those with poor financial returns were 79% more likely to have large numbers of employees who lacked self-awareness (52)

The least competent people tend to be the most confident in their abilities (54)

The more expertise we think we have, the more harmful knowledge blindness can be (59)

People who scored high on self-reflection were more stressed, depressed, and anxious, less satisfied with their jobs and relationships, more self-absorbed, and felt less in control of their lives (97)

The capacity for introspection is uniquely human (98)

Asking *what versus why questions* forces us to name our emotions and then stop our brains from activating our amygdala (112)

Journaling can lead to a cycle of self pity if you don't include a form of cognitive analysis to overcome rumination (122)

are surprised by a comment, a criticism or a rebuke, that's a billowing flag that should prompt us to examine our self awareness. Susan took a hard look at her behavior at work, spotted some trends that may have gotten her voted off the island and started catching her instincts to interrupt, and *erupt*. She developed a habit to pause, think, and soften her tone (35). This was a "game changer" in her life.

One factor that distinguishes her research is Dr. Eurich's dual emphasis on how we see ourselves and our awareness of how others see us – or external self-awareness. That's why she developed the quiz with the ability to get another point of view. She talks about learning to see blindness in our knowledge (59), emotions (60) and behaviors (61). With this other-insight and our own crisp new lens into our blind spots, we can build a new reality.

7 Pillars of Insight

Dr. Eurich dives into some practical ways we can develop internal and external self awareness in the bulk of the book, building on seven pillars of insight:

- Values (guiding principles)
- Passions (what they love to do)
- Aspirations (want to experience/achieve)
- Fit (environment required to be happy/engaged)
- Patterns (consistent ways of thinking, feeling acting)
- Reactions (how " reveals their capabilities)
- Impact (effect they have on others)

She unpacks the follies of those who assume introspection begets self-awareness (100) and gives some practical ways to escape the patterns that keep us fixed and free our mindsets (122).

It's impossible to include all the tools in this summary. This book provides a manual and a reference for research that can unlock our *insight* and personal possibilities.