

Self-Awareness is the Most Essential Ingredient for a Leader's Success

Many studies have been done on effective leadership with many different results, but the most common and repeated result when you wade through the clichés and buzzwords is that there are all kinds of successful leaders but the thing they have in common is that they KNOW THEMSELVES accurately and use this knowledge. Unfortunately, this is not very common.

Why is this Important for Your Small Business?

We all have biases, things we know, things we don't know that we don't know, strengths and weaknesses. It is the knowledge of these things and the forethought to be "situational" and use our strengths and avoid situations where our weaknesses are required.

How do you achieve self-awareness?

- You can ask others for their opinions, especially after major events or outcomes, and after processing a lot of these interactions, you will gain a more accurate self-awareness
- You can assess yourselves after a big success (or failure) and assess what you did that caused it
- You can use scientifically based assessments...
- All the above



Benefits to Your Small Business

The Leader/Owner

- Provides the insight and understanding so that the leader can be most effective in dealing with themselves and in planning, organizing, leading and managing the overall organization

The Organization

- Find those who fit their job (enjoy it, master it etc), they are as much as 4X's as productive as those who don't
- Find those who fit your culture and values (or the one you want to move toward)
- Eliminate those with ethical issues
- Develop a team with a balanced set of talents so that weaknesses are compensated for by strengths
- Avoid the conflicts that come from misunderstanding styles, motivations and preferences
- Maximize productivity by using all your people's potential optimally

The Bottom Line

- Reduce costs through improved management, motivation and alignment
- Improve effectiveness(revenue growth) through improved understanding and alignment with goals