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Every business leader and employee want to be on a team of people who will fight for each other and die for their customers,

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the way to do that might be different than you think. It's not leadership.

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It's not strategy. It's how well you know yourself.

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Self-awareness involves knowing your personality style, understanding the lens through which you see the world,

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knowing not only how you habitually act, think and feel, but why.

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The question now becomes this what is self-awareness and how can we develop it?

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I'm going to introduce you to the most powerful tool I know for helping people

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improve their self awareness so they can become the best version of themselves.

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I'm Ian Quraan and welcome to Business Made Simple Schaus on the Enneagram.

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You know, every business leader and employee want to be on a team of people who will fight for each other and die for their customers.

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Now, the way to do that might be different than you think. It's not leadership.

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It's not strategy. It's how well you know yourself.

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And the more you know yourself, the better you understand how each team member is wired and what they really want out of their job and their life.

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Take it from me. The fastest way to frustrate your team and create conflict is to think everybody is wired like you.

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In fact, the biggest mistake a leader can make is to presume the way they see the world is the only way to see the world.

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You've got to remember that what motivates you may not motivate everyone.

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So if you don't fully understand yourself, you could be setting yourself and others up for failure.

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When business leaders and employees don't know themselves, when they lack self-awareness, they usually put people in the wrong roles.

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They lose top talent because employees don't feel understood. They have a high level of conflict in the workplace.

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They don't communicate well. So what's the secret ingredient you can use to combat all of these problems?

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Well, before I tell you that, I want to share with you just how crucial it is that you and your team be self aware.

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More than ever, people recognize that self-awareness translates to greater personal and professional happiness.

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And the research supports this idea. Cornell University a number of years ago partnered with Greenspeak partners to do an in-depth study of 70 to

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high performing CEOs to determine if there was a single trait or quality that accounted for their success.

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They expected the answer to be along the lines of grit or focus or vision, casting or strategic planning.

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But their results surprised them. Here's what they wrote.

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The overall key predictor of success among leaders is self-awareness.

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Now, to be clear, self-awareness isn't just a key predictor for success among CEOs,

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but for employees across an organization, from salespeople to customer service reps, from CFOs to the cafeteria workers.

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Research shows increased self-awareness among corporate employees, improves communication,

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it creates healthier cultures, it reduces conflict, it facilitates collaboration,

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it enhances customer relations, makes better decision makers,

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improves employee engagement and retention, and it eliminates inefficiencies and much, much more.

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In other words, companies that value and teach self-awareness enjoy increased profits, greater productivity and more success in the marketplace.

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Now, let me share a more sobering statistic in a large scale scientific study,

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Dr. Tara Urick and her team found that most people believe they are self aware, but in reality, only 13 percent actually are.

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So I'll let you do the math. Think about how many employees are at your company.

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Let's say there are let's say there are 50.

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If your work is right, that means only six of your employees are self aware people and the rest think they are, but they aren't.

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Well, thankfully, there's good news for those of us who suspect or know we are in that.

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Eighty seven percent, those who score lower on the self awareness scale,

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the same research that shows self-awareness is the single most important determinant of success or failure in business also shows it can be developed.

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The question now becomes this what is self awareness and how can we develop it?

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Well, self awareness involves knowing your personality style,

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understanding the lens through which you see the world, knowing not only how you habitually act, think and feel,

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but why surfacing and managing your self, limiting beliefs and fears, learning how your personality style affects your decision making,

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and identifying people in situations that trigger reactivity and more.

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Practically speaking,

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self-awareness is understanding the impact your personality has on other people and the ability to observe and regulate your thoughts,

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feelings and actions as you interact with people from moment to moment throughout the day.

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Organizational psychologists believe self awareness is the single most important skill twenty first century leaders can develop.

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But there's more.

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In my twenty five years as a therapist, I've learned self-awareness is not only a key predictor for success in business, but in life as well.

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So as an additional bonus, what you learn in this course will revolutionize your private world.



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It will help you to not only become a better employee or leader, but a more loving husband, wife, partner, friend and all round human being.

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So now what? In this course, I'm going to introduce you to the most powerful tool I know for helping people

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improve their self awareness so they can become the best version of themselves.

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It's called the Enneagram, and it's an ancient personality typing system that is the secret ingredient every business leader needs to succeed.