

What Self-Awareness Really Is (and How to Cultivate It)

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Self-awareness seems to have become the latest management buzzword – and for good reason. Research suggests that when we see ourselves clearly, we are more confident and more creative. We make sounder decisions, build stronger relationships, and communicate more effectively. We're less likely to lie, cheat, and steal. We are better workers who get more promotions. And we're more-effective leaders with more-satisfied employees and more-profitable companies.