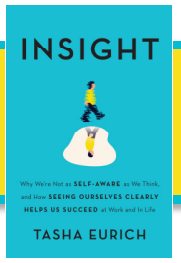
INSIGHT SUMMARY SHEET



Here is a brief summary of the key concepts and tools from INSIGHT.

If you want to explore the material in more depth, check out the Insight Workbook at www.Insight-Book.com

Chapters 1 & 2: Self-Awareness Overview

KEY CONCEPTS	
Self-awareness	The will and skill to see yourself clearly. Includes two types of self-knowledge: • **Internal**: An inward understanding of yourself. • **External:** Understanding how other people see you.
Self-delusion	The antithesis of self-awareness, where we avoid the truth about ourselves.
Self-awareness unicorns	People who have made transformational improvements in their self-awareness—empirically identified by surveying thousands of people all around the world.
The seven pillars of insight	The seven specific categories of self-knowledge that self-aware people develop: 1. **Values**: The principles that guide us. 2. **Passions**: What we love to do. 3. **Aspirations**: What we want to experience and achieve. 4. **Fit**: The environment we require to be happy, energized, and engaged. 5. **Patterns**: Our consistent ways of thinking, feeling, and behaving. 6. **Reactions**: The thoughts, feelings, and behaviors that reveal our strengths and weaknesses. 7. **Impact**: The effect we have on others.
Alarm clock events	Situations and events that open our eyes to new self-insights. • **New roles or rules**: Being asked to play a new role, or play by a new set of rules, at work or at home. • **Earthquake events**: An event that, because of its significance or severity, shakes us to our core. • **Everyday insights**: Ordinary situations where we discover new things about ourselves.

Chapter 3: Blindspots – Internal Self-Awareness Roadblocks

KEY CONCEPTS	
The three blindspots	Humans can't always accurately assess what we know (**knowledge blindness)**, how we feel (**emotion blindness),** or what we do (**behavior blindness).**
Braver but wiser	The decision to discover the truth about ourselves on our own terms—and to pair this quest for truth with a positive mindset and a sense of self-acceptance.

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HOW TO OVERCOME YOUR BLIND SPOTS	
1. Identify assumptions	Get in the habit of comparing your predictions with outcomes. Or do a pre-mortem: imagine you've implemented the plan and the outcome was a disaster. Write a history of that disaster.
2. Keep learning	Remember that the more you know about something, the more you probably need to learn. The trap to avoid is to get too comfortable with our knowledge or level of expertise.
3. Seek feedback	Other people almost always see our skills and behaviors more objectively than we do.

Chapter 4: The Cult of Self – External Self-Awareness Roadblocks

KEY CONCEPTS	
From the "age of effort" to the "age of esteem"	For thousands of years, the values of modesty, humility, and hard work reigned. But beginning in the 1950s, the self-esteem movement started to take hold, and the prevailing mindset became more about *feeling* great than *becoming* great (after all, it's much easier!).
The feel-good effect	The tendency to see ourselves with rose colored glasses. Helpful in limited doses, like when we can succeed through persistence alone or need to bounce back from challenges, but when failure is not an option, blissful ignorance can be devastating.
Selfie syndrome	A wide-spread ailment of intense self-focus bordering on narcissism. It not only obscures our vision of the people around us; it prevents us from seeing ourselves clearly.
Self-presentation	Wanting to appear a certain way to other people that is not reflective of who we really are, both on and off-line.

HOW TO FIGHT THE CULT OF SELF	
1. Be an informer, not a meformer	Focus less on yourself and more on engaging and connecting with others—both on and offline. Instead of posting your latest professional accomplishment or telling everyone what you did today, share something that will engage or inspire them!
2. Cultivate humility	Develop a realistic view of our own qualities by admitting our weaknesses to ourselves and others, being willing to learn from others, and keeping our successes in perspective.
3. Choose self-acceptance over self-esteem	Self-acceptance, or understanding our objective reality and choosing to like ourselves anyway, has all the benefits of self-esteem with none of the costs. • **Monitor your inner monologue**: When you're dwelling on your imperfections, ask "would I say what I just said to myself to someone I like and respect?"

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Chapters 5 & 6: Improving Internal Self-Awareness

KEY CONCEPTS	
Introspection	The process of consciously examining our thoughts, feelings, motives, and behaviors. Surprisingly, research shows that the act of thinking about ourselves often doesn't help us understand ourselves.
The four follies of introspection	The biggest misconceptions about introspection are: • **Folly 1**: We simply can't excavate our unconscious, no matter how hard we work at it. • **Folly 2**: Trying to find the "why" behind our behavior isn't helpful, and can mislead and depress us. • **Folly 3**: Journaling isn't universally effective—we must use the right approach. • **Folly 4**: Though rumination (endless self-scrutiny) can *feel* helpful, it prevents self-insight.
Mindfulness	Noticing what we're thinking, feeling and doing without judgment or reaction—not the same thing as relaxation. Meditation is one way (but not the only way) to practice mindfulness.

⚙ HOW TO INTROSPECT THE RIGHT WAY ⚙	
1. Choose the right approach	Don't get too wrapped up in the patterns of your past—instead focus on identifying your unproductive patterns and making better choices moving forward.
2. Adopt a flexible mindset	Remain open to several truths and explanations about your feelings and behaviors rather than seeking one singular cause.
3. Ask what not why	Instead of trying to figure out *why* you are the way you are, ask *what* questions that help you understand the situation and move forward more productively. • Examples: What's going on here? What am I feeling? (this is called emotion labeling). What's another way to see this situation? What can I do to achieve a better result in the future?
4. The best way to journal	• Explore the negative but don't overthink the positive. • Process *both* your thoughts and feelings, and do it in a balanced way. • Don't feel the need to write every day—in this case, more is *not* better!
5. Rumination busters	• Remember that other people don't generally care about our mistakes as much as we do. • Choose to learn from difficult situations rather than beat yourself up about your performance. • Hit pause and take your mind off things—the best distractions are those with a fast and positive reward, like cleaning, exercising or time with friends. • Practice thought-stopping by picturing a stop sign in your mind, or telling yourself, *I'm not getting anything productive out of this and it's time to STOP these thoughts.* • Get a reality check by sharing your thoughts with a friend to get a more impartial perspective.

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⚙ MINDFULNESS WITHOUT THE MANTRAS ⚙	
1. **Reframing**	Looking at our circumstances from a different or more objective angle. A few questions to ask: • In difficult situations: What opportunities can I find? What about my weaknesses might be strengths? When I look back on my life or career, what successes have I had in my most trying times? What is one gift I've gotten from my most challenging relationship? • When things are going well: What are the potential risks and how can I avoid them? What aspects of my strengths could be weaknesses? What potential challenges can I find in my past successes? What might be one risk in my best personal or professional relationship and how can I mitigate it?
2. **Compare and contrast**	Searching for similarities and differences between our experiences, thoughts, feelings, and behaviors over time. Example questions: • What about X is the same and what is different than in the past? • Have there been patterns in my mood, positive or negative, that have coincided with changes in X? • Does the way I feel about X remind me of any similar feelings I've had about a past situation? • How happy or fulfilled am I with X today versus how I felt in the past? • When I think about X over the course of my life, have things gotten better or worse?
3. **Daily check-ins**	Take five minutes each evening to ask yourself (but not overthink) these three questions: 1. What went well today? 2. What didn't go well? 3. What did I learn and how will I be smarter tomorrow?

⚙ OTHER INTERNAL SELF-AWARENESS TOOLS ⚙	
1. **The life story exercise**	Examining our past experiences to see how they've shaped us. Here's how it works: • Think about your life as if it were a book divided into chapters, each of which represents a key phase. Think of five specific scenes—high points, low points, turning points, early memories, important childhood events, important adulthood events, or any other event you find self-defining. • For each, write at least a paragraph: What happened and when? Who was involved? What were you (and others) thinking and feeling, and what about this event was especially important for you? What does this event say about who you are? • When you're finished: What major themes, feelings, or lessons do you see across multiple stories?
2. **Solutions-mining**	Focusing on identifying solutions rather than dwelling on problems. • **The miracle question**: Imagine that tonight as you sleep, a miracle occurs. A magical momentous happening has completely solved this problem and rippled out to cover and infinitely improve other areas of your life too. Describe in as much detail as you can what has changed and how life is going to be different now. Start with the first thing you'll notice as you wake up in the morning.

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Chapters 7 & 8: Improving External Self-Awareness

KEY CONCEPTS	
Self-awareness is not one singular truth	Unless we don't work or live with anyone else, the way others see us matters, especially because they usually see our skills and behaviors more clearly than we do. We should seek such feedback—but also shouldn't let their views completely override how we see ourselves. Self-awareness means constantly balancing two (sometimes conflicting) types of data—our own self-views and others' views of us. Remember the **prism metaphor**: each time you get a new perspective, it makes the picture richer and better.
The MUM effect	When it comes to telling us the truth about how they see us—the good, the bad and the ugly—other people often prefer to withhold the truth, and sometimes will out and out lie!
The ostrich trinity	The misguided excuses we make-up to avoid getting feedback: • "I don't need to ask for feedback" (other people see us more clearly than we do). • "I shouldn't ask for feedback" (we are usually rewarded for doing it). • "I don't want to ask for feedback" (it's better to be proactive than be blindsided).
Self-limiting beliefs	The stereotypes we hold about ourselves and how others see us. When we get feedback that plays into our self-limiting beliefs, it can be hard to hear.
The four types of feedback	Feedback usually falls into one of four categories: • **Positive and confirming**: Something we already know we do well. • **Positive and surprising**: Something we don't know we're doing well. • **Negative and confirming**: Something we already know is a weakness. • **Negative and surprising**: Something we didn't know was a weakness.

⚙ TOOLS TO GET GOOD FEEDBACK ⚙	
1. 360 feedback	A numeric, anonymous survey tool to get feedback from different people, usually at work.
2. The RIGHT feedback	A process to give you helpful, actionable, relevant feedback (usually most valuable at work): • **Pick the RIGHT people**: Choose 2-3 "loving critics"—people who want you to succeed, who will be honest with you, and who can observe the behavior you want to learn more about. • **Ask the RIGHT questions**: Think about the skills you'll need to be successful, what feedback you've heard in the past, or what you generally want to learn more about. Be as specific as possible about what you want to learn, and focus on no more than 1-2 behaviors at a time. • **Use the RIGHT process**: Tell your loving critics why you're asking, exactly what you want them to look for, and let them decide if they want to help. Then give them time to observe and record your behavior. Schedule regular touch-points to get their feedback.

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3. Dinner of truth	A process to get honest feedback to help you improve your approach and most important relationships (usually best in our personal lives). • Think about a person who is important to you—a close friend, a family member, or a mentor—who knows you well and with whom you want to strengthen your relationship. Invite this person to a meal. During the meal, ask them to share the one thing that bothers them the most about you. Nothing is off limits. • If they clam up, tell them that all you want to do is check the perception, and that you will not get defensive or try to justify your behavior. Then, listen!

⚙ TOOLS TO RESPOND TO FEEDBACK ⚙	
1. The 3R model	A step-by-step process to help you make sense of, and act smartly on, feedback. • **Receive**: During the feedback conversation, focus on asking questions and understanding what you're hearing. If you're feeling upset, remember that that's okay and all you need to do right now is listen. Afterwards, take care of yourself and do something that makes you happy. If you need it, give yourself some time—don't feel pressure to figure out the feedback right away. • **Reflect**: When you're ready to make sense of what you've heard, first make sure you understand it. If not, it's a good idea to get data from a few more people to spot patterns and figure out how wide-reaching the behavior is. Ask yourself whether and how it will affect your long-term success and well-being. • **Respond**: Decide whether you want to act on the feedback, and if so, what you want to do about it. If you've learned something positive, ask whether you can be more intentional about that behavior. If you've learned something negative, ask whether you have the energy and resources to address it—and at a minimum, what can you do to at least be aware of it yourself and transparent about it with others?
2. Self-affirmation	A tool to help you hear difficult feedback without losing our mojo or letting it play into our self-limiting beliefs. Best if practiced before getting difficult feedback, but even afterwards, it can shore up our psychological immune system. • **Affirm your values**: Remind yourself of another important aspect of your identity (other than what you're getting feedback about) or a closely held personal value. • **Reminisce about the past**: Think about a positive memory from your life.
3. Accept what you might not be able to change	Though change is usually an option, it's not the only option. Instead, work on viewing your limitations with compassion, compensating for them whenever possible, and being humble and open about them with others.

Chapter 9: Self-Aware Leaders, Teams, and Organizations

If you're interested in this topic, request the Leader Toolkit

by emailing tasha@tashaeurich.com or michelle@theeurichgroup.com.

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Chapter 10: Dealing with Delusional People

KEY CONCEPTS	
The catch 22 of self-awareness	The people who need to improve the most are usually the least likely to know they need to! Always remember that other people's self-awareness journeys are not ours to navigate.
Three types of delusional people	• **Lost cause**: People who see themselves as close to perfect. They cannot view their behavior from any angle but their own and will cling to their delusion no matter what you say to them. • **Aware don't care**: People who know they're behaving badly, but wrongly believe that it's helping them succeed or get what they want. Different from lost causes because they might acknowledge (or even brag about) their unseemly behaviors. • **Nudgable (most people)**: They genuinely want to do the right thing and behave respectfully and appropriately. Their biggest problem isn't a lack of motivation to be self-aware, but a lack of knowledge that they have some work to do! Nudgable people will often be open to feedback when you use the right approach.

⚙ TOOLS TO DEAL WITH DELUSIONAL PEOPLE ⚙	
1. Compassion without judgment*	Remind yourself that each of us are on our own self-awareness journeys—and to feel compassion for those who are in a different place than you are.
2. Float feet-first*	Instead of standing up to them or making them see the error of their ways, work on riling them up as little as possible, going with the flow of the conversation, and getting out!
3. Re-framing*	Ask yourself what this person can teach you—about success, relationships, or life in general.
4. Laugh track*	Whenever an unaware person says something especially nasty or rude, imagine a sitcom laugh track behind it to make them a little easier to deal with (and occasionally, endearing and/or hilarious).
5. State your needs	Re-negotiate the boundaries of your relationship, whether it's a formal contract or an informal conversation about expectations of what you need from one another.
6. Weigh your options	Make the decision about whether to approach them very carefully using the following questions (all answers should be yes, otherwise the risk might simply be too high): • Do the benefits of a conversation outweigh the potential risks—and what are the best and worst-case scenarios? • Are they feeling pain or frustration as a result of their lack of self-awareness? • Is their behavior counter to their best interests, goals or values? • Do you believe they will listen to you—think about the level of trust and the power differential.

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7. Confront them with compassion	If you do decide to move forward, plan your approach carefully and compassionately: • It's usually best to wait for them to bring up the problem, in which case you might ask if you can offer an observation in the spirit of their success and happiness (don't use the word "feedback"—it might put them immediately on the defensive). • If an opportunity doesn't present itself and you decide to approach them anyway, make sure they're in a fairly good mood, that you find them on their own turf, and that you express your support before bringing up the unaware behavior you'd like to discuss. • If they accept your offer to provide an observation, focus on the specific behavior and how it's limiting their success. This is hugely important: don't provide an interpretation of the behavior or your judgment of it—just focus on what they've said, how they've said it, and what they've done. The more specific you can be, the less likely they are to get defensive. • Reaffirm your support of them and your desire to be a "loving critic" who has their best interest at heart. Ask what they think and how you can help.
8. Walk away	When all else fails, sometimes our only option is to accept that the unaware may never change, that it's not our job to help them do so, and that we need to walk away from the relationship (or at least minimize the time we spend with them).

*** = Totally under YOUR control**

Thanks for using this summary sheet. You are awesome!

To get more tips, resources, and take a free self-awareness assessment, go to www.Insight-Book.com

To get support on your journey (and a free Insight Workbook), join the Insight Facebook Group: www.Insight-Challenge.com

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