

THE LEVEL OF

SUCCESS

YOU ACHIEVE IS DIRECTLY

CONNECTED TO

YOUR LEVEL OF

SELF-AWARENESS

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THE BIG SECRET

THE BIG MAGIC PILL

TO HIGHER LEVELS
OF SUCCESS IS...

**INCREASING YOUR
SELF-AWARENESS**

SELF-AWARENESS GIVES YOU
THE CAPACITY TO LEARN
FROM YOUR MISTAKES AS
WELL AS YOUR SUCCESSES.
IT ENABLES YOU TO KEEP
GROWING.

—LAWRENCE BOSSIDY

I love Lawrence Bossidy's quote because it is something we all need to keep in mind. Growing is key to being of value to our company, department, position... and in feeling good about what we do.

Something many people are not aware of is that your level of self-awareness impacts not only your success, but also those that work with/for you — either elevating their success or limiting it.

Harvard Business Review (HBR) has written an interesting article titled, “WORKING WITH PEOPLE WHO AREN’T SELF-AWARE.”¹

It highlights a study they did with 467 working adults across America sharing some interesting statistics and insights on the importance of increasing your self-awareness.

99%

surveyed said they work with at least one unaware person, with more than half of them reporting that they worked with 4 unaware people.

73%

Peers were the worst offenders – with 73% of respondents reporting working with at least one unaware peer, followed by:

- **33% OF DIRECT REPORTS**
- **32% OF BOSSES**
- **16% OF CLIENTS**

“Un-self-aware colleagues aren’t just frustrating; they can cut a team’s chances of success in half...Other consequences of working with unaware colleagues include increased stress, decreased motivation, and a greater likelihood of leaving one’s job.”

**YOUR PATH TO ANY
AND ALL SUCCESS
BEGINS WITHIN.**

—BELINDA PRUYNE

Let's start with step one, becoming aware of the process of learning the steps we actually go through as we are elevating our consciousness. Back in the 1970's Noel Burch created the Conscious Competency Ladder² that highlights what we go through when we are learning a new skill or becoming aware of our actions at any moment.

4. UNCONSCIOUS-COMPETENCE

3. CONSCIOUS-COMPETENCE

2. CONSCIOUS-INCOMPETENCE

1. UNCONSCIOUS-INCOMPETENCE

The first rung on the bottom of the competency ladder is called **#1 UNCONSCIOUS INCOMPETENCE**. In the beginning of your career as you experience success often times you do not know what you were doing to create the success. So, your successes/wins will be intermittent. [Hint: you can't replicate what you don't know].

The next rung up on the ladder is called **#2 CONSCIOUS INCOMPETENCE**, where you are farther along and suddenly realize just how much you don't know. Yikes!

If you are committed to living into your full potential, this is when you reach out and get the help/guidance/training you need to ensure you elevate yourself out of this of doubt as quickly and painlessly as possible.

This brings you to the next rung of the ladder **#3 CONSCIOUS COMPETENCE**. Woo hoo! You have not only developed the skills you need to be more confident in your role, but you have also learned what your areas of development or negative habits are and how to manage them.

This is where you see and feel the impact of acquiring (aka –doing the work to develop) this new skill.

If you work within a corporation, often times, you will begin to notice upper management taking you more seriously or seeking YOU out for advice.

If you own your own company this is when you become that “go to” resource for your ideal clients and colleagues.

However it manifests for you, take time to notice the shifts, benefits and outcomes of all your hard work...so recreating your successes is not a struggle, but rather a habit you begin to master.

Now we step up to the final level of this competency ladder **#4 UNCONSCIOUS COMPETENCE**.

You’ve mastered your skills, but now what?

It’s time for consistency.

It is through consistency that you will more deeply ingrain this new skill and actually evolve it into a habitual behavior. This is when you “replace” poor or unconscious behavior on a subconscious level.

So, looking back at all the steps it’s important to remember to go easy on yourself as you climb the competency ladder to higher levels of success. Know there is a natural process to increased confidence and mastery. The more you work with this from deeper place of consciousness, the easier and more rewarding the climb will be.

**SUCCESS IS AN INSIDE JOB AND INCREASING YOUR
SELF-AWARENESS IS THE MASTER KEY TO ACHIEVING
ALL YOU ARE GOING FOR.**

When looking inside yourself with the desire to uncover what your level of responsibility is, what you are learning and contributing in any given moment, you are elevating your level of self-awareness. The number one step to take is to drop kick judgement to the curb and replace it with curiosity and questions.

NOTICE WHAT IS GOING ON. DO NOT...

- Make up a story about yourself or your ability
- Place judgement on what you are uncovering

REPLACE ~~JUDGEMENT~~ WITH CURIOSITY

Judgement and Curiosity cannot exist at the same time

Get curious as to what is going on. Is there a pattern?

Do you do this consistently at a certain time?

The power in this type of work is to become aware, get the learning, and make informed decisions from there. You won't be able to do that if you are consistently making yourself wrong or blaming something outside of yourself.

When you look within – you develop **“self-esteem”** when you look outside of yourself you develop **“other-esteem”**

“SELF-ESTEEM”

will allow you to create/do whatever you need to do to live into your full potential and serve you for the rest of your life.

“OTHER-ESTEEM”

is completely dependent on external circumstances and will be conditional, leaving you struggling, unclear of what action to take and fully reliant on others.

In a great article published by PositivePsychology.com³ titled; What is Self-Awareness and Why is it Important? They highlight a study that Green Peak Partners and Cornell University did where they worked with 72 executives at public and private companies and discovered that a...

“HIGH SELF-AWARENESS SCORE WAS THE STRONGEST PREDICTOR OF OVERALL SUCCESS.”

They also share that Daniel Goleman defines...

“SELF-AWARENESS AS EMOTIONAL INTELLIGENCE – KNOWING ONE’S INTERNAL STATES, PREFERENCE, RESOURCES, AND INTUITIONS.”

Whether we are aware of it or not, your unconscious mind colors everything you see, think and feel. If you are attaching an old story or belief to something that is happening today, you are interpreting a situation using old information and may be creating problems where they don’t exist. You may also be using old and out of date tools to fix new problems.

When you are aware that you are triggered in a certain area you have greater ability to separate the feelings from the facts, thus allowing you to make better informed decisions with less strife or drama.

There are many different ways you can go about increasing your level of self-awareness.

Here, I will focus on what I call BIG’s 10 Core Principles of Success.

When you look at your performance through the lens of these steps, they are a game changer. It evaluates areas of your work-life and personal evolution from a different perspective and transforms past behavior into possibility.

Take the time to do the work that so many won’t, so you have the ability to achieve success like so many can’t.

You deserve nothing less!

A handwritten signature in black ink, appearing to read 'Belinda', is positioned on a light blue rectangular background.

CORE PRINCIPLES OF SUCCESS — INCREASE SELF-AWARENESS & SUCCESS

(I have given self-awareness definitions to each of the principles below...so be sure to read them rather than think you know what they mean.)



#1 CORE NON-NEGOTIABLE VALUES

These are the hard and fast principles upon which you base all your decisions and where your greatest place of differentiation is and value lives.

They become your template guiding you to make choices that honor all that is important to you. (What has to be there for you to be happy, fulfilled AND successful.)

Is this a good industry/company/department for you to work in. If the opportunity doesn't honor your Core Non-Negotiable Values, the answer will be no. If they do, go for it!

Your Core Non-Negotiable Values also articulate what you are known for and what separates you from the crowd.



#2 CONSCIOUSNESS

The level of success you achieve is directly connected to your level of self-awareness. Be fully present to your actions and what prompted you to take the action you did.

For example, one day a team member of mine walked into my office and said, "Belinda, I want to apologize. I realized that I have been more committed to being right and looking good all the time than to really listening and to being part of the team. I see the impact of that behavior (on myself and the team) now and I'm not going to do that anymore."

The thing I want you to know is that this person was an excellent employee. They were doing well. However, without their breakthrough their career would have flatlined at some point because that behavior would have limited the types of positions they could have moved on to. So, happy to say, that was not the case for this person. Their career has soared. They are doing more than they thought possible today, in large part due to their commitment to continue to learn, evolve and grow.



#3 CLARITY

Without a clear direction, your actions are simply reactions to your circumstances, rather than intentional steps towards your goals.

This is true for so many when they just follow what has been done before or what others are doing. While on the surface that may look like a great way to advance, but more times than not it leads you directly into the center of the crowd...you become invisible. This is not a great strategy when your goal is to get noticed and be of great value.

With things changing in the business world so quickly, being able to chart the course to your goal or desired outcome rather waiting to see what others are doing will serve you well.



#4 COMMUNITY

Your actions are what create the expectations that your community has for you and ultimately how people see you.

Are you the person who does what they say they will do, when they say they will do it by and in the manner with which you said you would? If so, then you are someone that people will turn to, trust and ultimately respect.

If you are the person who does not honor their word, slides things in at the last minute or after the deadline, then your community will see you differently.

Be clear on who it is you want to be and don't falter.



#5 COMMUNICATION

Successful communication is not just about the words you say, it is also about the impact they create (both positive and negative) and the art of reflective listening.

Successful communicators are the people who are mindful of not only their choice of words, but also the experience those words create, what they want the person(s) to walk away with and the impact of the conversation.

Another key to powerful communication is the art of reflective listening. This means that you are truly focused on the other person...not thinking about how you are going to respond. This type of focus allows you to be able to reflect back to them what they just said to you...allowing them to feel heard, valued and respected.

Choose your words wisely, then listen beyond them to make the connection.



#6 CURIOSITY

Questioning the status quo and looking for the additional value you bring to all you do, is the 1st step toward expanding your role and unlocking the full potential of what you can achieve.

Curiosity is here to serve you in oh so many ways.

It is what puts you back in the driver's seat on your path to higher levels of success.

Allows you to connect you/your role to the bigger picture, which gives what you do purpose and the ability to see the full impact you play.

Then, it encourages you to explore ways that you can be of greater value to the bigger picture... thus, expanding your role and the level of impact you have.

All of this gives you what you need to reach higher levels of success, without waiting for outside forces to do that for you.



#7 CONFIDENCE

Extraordinary careers and deep levels of confidence come from your willingness to expand your comfort zone.

Confidence is not built by doing what you know, it is by growing and evolving beyond that towards what you desire.

Remember earlier when I mentioned the idea of Conscious Competence. It's when you have not only developed the skills you need to be more confident in your role, but you have also learned what your areas of development or negative habits are and how to manage them.

One of the things that erodes confidence is falling into the same hole over and over again.

When you know what your pitfalls are you will have greater ability to navigate around those holes on your path to all you desire to be.



#8 COURAGE

Strength doesn't come from doing what you know you can do; it comes from doing what you didn't think possible.

For it is in those moments that you surprise even yourself. You get to see that you are capable of more than you thought possible and the benefit is that a whole new world of opportunities come to life for you!

Think of the leaders that inspire you. Do they do what they have always done or do they courageously step into the unknown to light the way for others?

Move through your fears, discover what's truly possible and become the leader others follow.



#9 COMMITMENT

Dedication to your own success and your willingness to learn, determines how much you will achieve in your career and life.

If you really look, you will see that the results you produce in your life come to be through the small choices you make every day.

As they say;

Our thoughts impact our feelings

Our feelings direct our actions

Our actions create our results

Take a look at what you are thinking and doing on a daily basis and make sure it is leading you toward your end goal...even if it has you taking action toward your goal in spite of what the current circumstances look like.

Elite athletes visualize achieving their end goal long before they have the physical ability to do so. We need to do the same. See your end goal, let go of the how and take action steps every day to move you toward all you desire.

Here's a hint: You can't course correct something that is not in action...and if you are not in action you will never reach your goal.



#10 CONSISTENCY

Unwavering belief in your vision and continually honoring your core non-negotiable values will bring your actions and results into alignment.

This may be the toughest principle to maintain because even the brightest of stars in the world of self-awareness have challenges when old habits, fears and doubts creep in or when life happens, we sometimes just don't feel like we have the energy to be great today.

It is more important to be in perfectly imperfect action than be waiting until you think the conditions are perfect (because it doesn't exist!).

Keep your eye on your end goal with a deep belief that you will achieve it. Do something every day, regardless how large or small that effort is.

Stay true to your core non-negotiable values and all that is important to you and you will find your way to the achievement you are striving for.

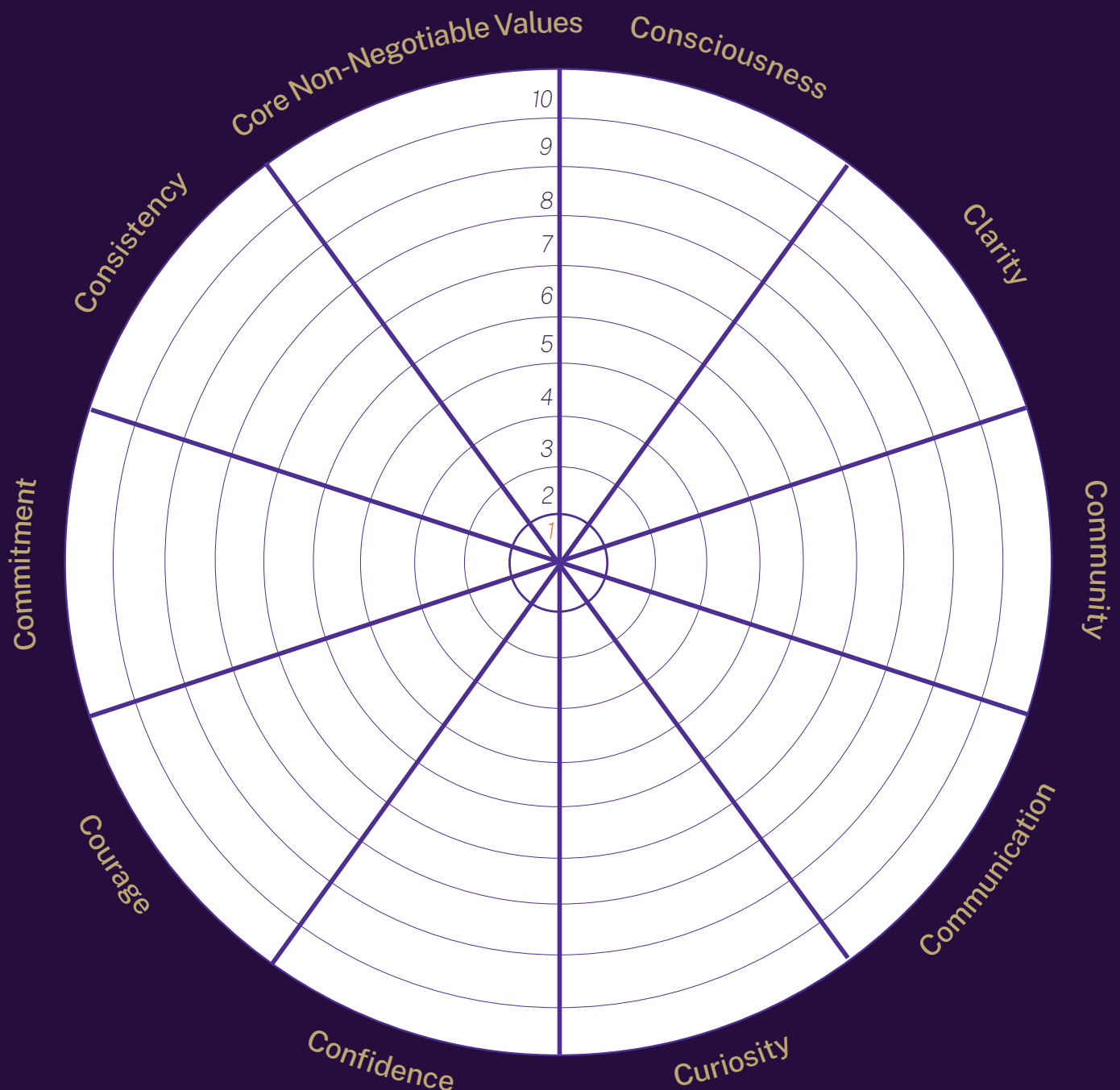
Ok. Now that you know what each step means, take a look at this **WHEEL OF SUCCESS**.

Have the courage it takes to ask what is working and what is not about your performance - rate yourself in these 10 areas? (10 being mastery and 1 needing a lot of work).

When you identify the areas where you knock it out of the park and the areas that need your focus, you have just up leveled your self-awareness.

To really see this clearly, print this page out and color in the band that reflects where you are on each principle. What you have created is a visual of the ease or struggle you are experiencing in achieving your desired goals.

Now go get the support, training or the guidance you need to improve in the areas that require your focus and watch your level of success rise right along with your efforts.



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BELINDA PRUYNE is a sought-after Global Leadership Advisor, Business consultant, Coach and Speaker. She is a leading authority in guiding global executives and small business owners to become highly Recognized, Respected and Rewarded leaders.

To learn more about how the **Leadership Advisors** at **BelindaPruyne.com** partner with you to become the next industry recognized, respected and rewarded leader or have Belinda come train and inspire your teams to higher performance and success...

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“Through my coaching time with Belinda, I have gotten so much more clear about my unique strengths and how to articulate them. I was able to put my strengths into action and provide tangible value in my leadership role at a company that was experiencing seismic change where I was in a position to counsel at the executive level and lead a large team. The work I did with Belinda also helped me be very clear about my next career move. I was able to apply my values and articulate my leadership strengths and experience that opened new doors for me, and ultimately enabled me to land a new job in a position I love with an organization that meets all the criteria I defined with Belinda.”

Jen Cortner | Sr Director, Global marketing at Hilton



“Belinda approaches each person as a unique individual with a unique set of skills and talents to offer. She then helps them craft and develop a plan, so each can maximize their own abilities to the utmost...rather than give them a cookie-cutter solution. She has not only helped me tremendously, I have watched her guide many employees who have worked for me, as she inspired them to newer and greater things. I think there is a fundamental reason why she is so good at what she does; she measures her own success by the success of the people she is helping.”

Rob Baiocco | Executive Creative Officer | www.thebam.com

Resources

(#1) HBR Article <https://hbr.org/2018/10/working-with-people-who-arent-self-aware>

(#2) Noel Burch created the Conscious Competency Ladder <http://www.mccc.edu/~lyncha/documents/stagesofcompetence.pdf>

(#3) Positive Psychology Article <https://positivepsychology.com/self-awareness-matters-how-you-can-be-more-self-aware/>

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