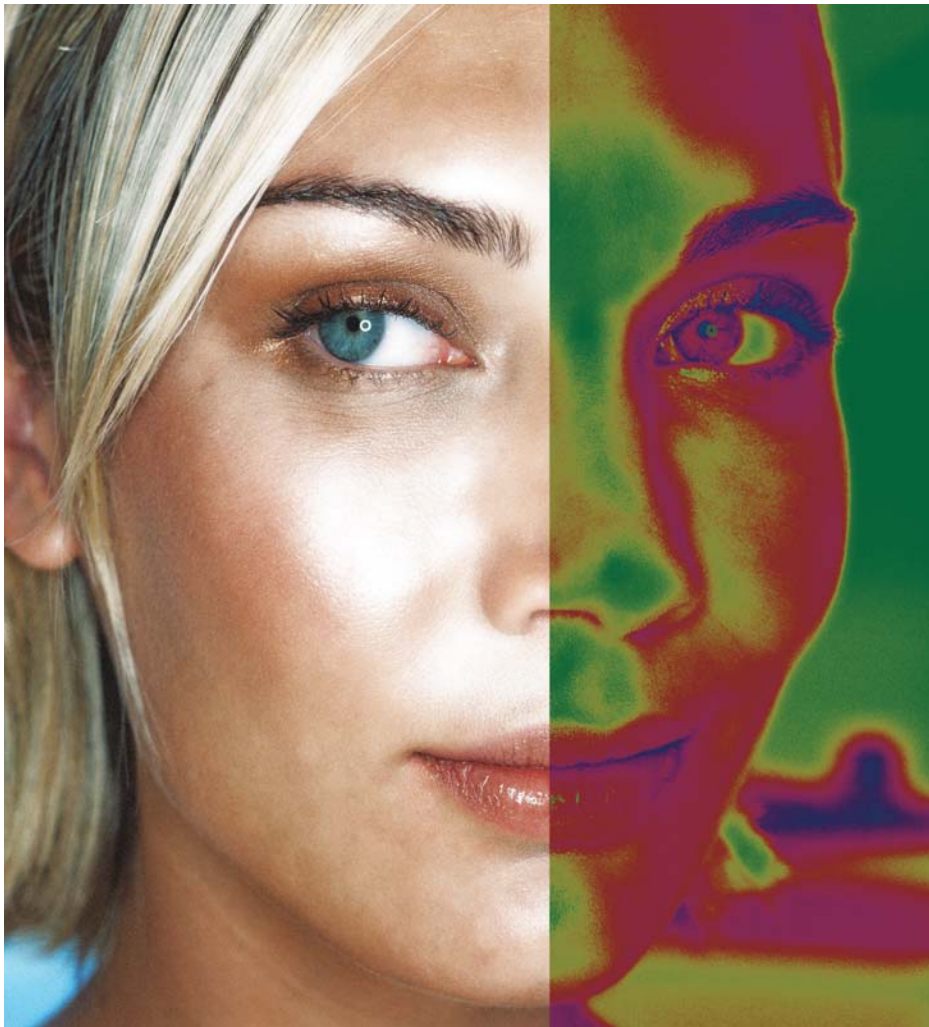


What Do People Really Say About You?

It's like working with Dr. Jekyll and Mr. Hyde. One minute he's everyone's best friend and the next minute he's chewing you up for no good reason. Nobody listens to him anymore. You'd think he would realize that everyone is laughing at him behind his back. But, no, he doesn't have a clue!



Are you like the emperor who wore no clothes? Are you parading through your life clueless to how others really see you and your behavior? Are you automatically reacting to the people and things around you without knowing what unconscious factors are driving your behavior? If you are like the vast majority of us, the answer is yes. *We are usually the last person to see what everyone else already knows about us.*

We rarely see ourselves as others see us. We naively believe our vision of ourselves is what everyone else sees, too. That is seldom the case. Like looking at our reflection in funny, wavy mirrors at the carnival or looking through a pair of sunglasses with rosy red lenses, what we see is distorted. Our distorted view comes from the unconscious factors that form early in our childhood. We don't realize the huge impact these unconscious factors have on our feelings, beliefs, personal values, motivations and actions. As long as they are operating below our level of awareness, these factors drive our lives like an invisible auto-pilot.

These unconscious factors are buried so deeply within us that we usually need help to discover them. The late Swiss psychiatrist, Dr. Carl G. Jung, introduced the psychological concept of the Shadow self to describe these unconscious factors – the aspects of our being that are unknown to us, repressed, undeveloped and denied. We all have a Shadow self. And we are the last to see it.

Understanding your Shadow self is essential for self-awareness and the critical first step in developing self-wisdom. Your Shadow self is like buried treasure. It holds the secrets to what really makes you tick – including how others truly see you. Your Shadow self also holds the secret to your authentic happiness and well-being.

When you make the investment to truly discover the valuable information buried within your Shadow self, good things happen. You learn how to avoid situations that can be hurtful or frustrating. You can discover what inspires your spirit. You take actions aligned with your deepest core values. You become empowered to make better decisions. You increase your productivity. You decrease your stress and enjoy more peace of mind and happiness. You build better relationships at work and at home. You take back control over your life – including how others see you!

There are many ways to dig up this buried treasure. Many excellent books have been written about how to discover and understand your Shadow self. A quick search on the Internet will return many hits.

Another option that I have used with many of my clients is an online assessment called Print®, a proprietary format and program developed by SoulData. Most people complete the Print assessment in 10-15 min-

Your Shadow self is like buried treasure. It holds the secrets to what really makes you tick.

utes. Your Print tells you what your unconscious motivators are and gives you examples of potential Best self and Shadow self

attributes. Many companies are now using the Print to help employees understand how to better work with each other. Once everyone has taken a Print, the entire team learns each person's unconscious motivators, Best self and Shadow self attributes. Knowing the unconscious motivators for yourself and your co-workers really cuts down on the Dr. Jekyll/Mr. Hyde syndrome! If you would like to take a Print or Print your staff, e-mail me at kcannon@diamondingenuity.com. ■

KAY CANNON, MBA, is an ICF Master Certified Coach who helps people in business create a peaceful yet profitable working environment. To learn more or receive her free newsletter, visit www.diamondingenuity.com.