The Four Self-Awareness Archetypes

This 2x2 maps internal self-awareness (how well you know yourself) against external self-awareness (how well you understand how others see you).

₩ HIGH

Introspectors

They're clear on who they are but don't challenge their own views or search for blind spots by getting feedback from others.
This can harm their relationships and limit their success.

Aware

They know who they are, what they want to accomplish, and seek out and value others' opinions. This is where leaders begin to fully realize the true benefits of self-awareness.

Seekers

They don't yet know who they are, what they stand for, or how their teams see them. As a result, they might feel stuck or frustrated with their performance and relationships.

Pleasers

They can be so
focused on appearing
a certain way to others
that they could be
overlooking what matters
to them. Over time, they
tend to make choices that
aren't in service of their own
success and fulfillment.

INTERNAL SELF-AWARENESS