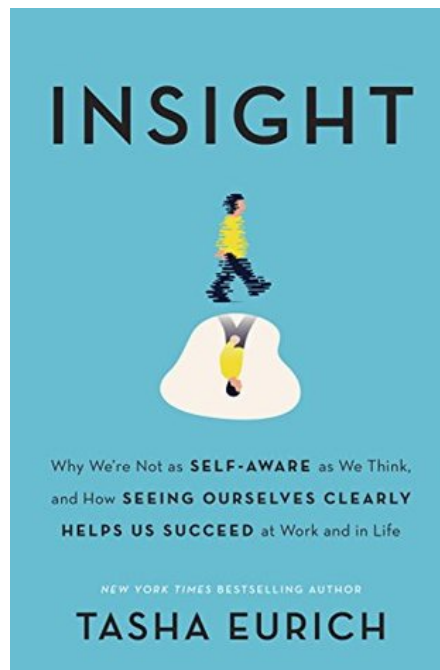




Insight: Why We're Not as Self-Aware as We Think, and How Seeing Ourselves Clearly Helps Us Succeed at Work and in Life

Tasha Eurich

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The first definitive book exploring the science of self-awareness, the meta-skill of the 21st century, Insight is a fascinating journey into everyone's favorite topic: themselves.

Do you know who you *really* are? Do you ever wonder how other people *really* see you? Though we are usually confident that we do, we are wrong more often than we think. And if we could see ourselves through others' eyes, we might be *really* surprised.

Yet regardless of our line of work or stage of life, success depends on understanding who we are and how we come across. Research shows that self-awareness means better work performance, smarter life choices, deeper, more meaningful relationships, and a more fulfilling career. There's just one problem: people can be remarkably poor judges of their behavior, performance, and impact on others. And despite the lip service given today to "feedback," in the business world and beyond, it's rare to get candid, objective data on what we're doing well, and where we could stand to improve.

Of course, at work and in life, we've all come across people with a stunning lack of self-awareness—but **how often do we consider whether we might have the same problem?** And if we did, how would we even know it?

Drawing on her three-year, first-of-its-kind study of people who have dramatically improved their self-awareness, organizational psychologist Tasha Eurich reveals why we don't know ourselves as well as we think—and what to do about it. Alongside her research, she integrates hundreds of academic studies and her 15 years of work with Fortune 500 clients, challenging conventional "wisdom" to reveal many surprising truths—like why introspection is the enemy of insight, how experience isn't a bullet train to self-knowledge, and just how far others will go to avoid telling us the truth about ourselves.

Readers will learn **battle-tested techniques and tools to improve self-awareness** and thus their work performance, leadership skills, interpersonal relationships, and more. *Insight* is a guide surviving and thriving in an unaware world.

Insight: Why We're Not as Self-Aware as We Think, and How Seeing Ourselves Clearly Helps Us Succeed at Work and in Life Details

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From Reader Review Insight: Why We're Not as Self-Aware as We Think, and How Seeing Ourselves Clearly Helps Us Succeed at Work and in Life for online ebook

MU says

Excellence, excellence, excellence. Please read if you are a person you wants to become a leaders or if you want to coach somebody else to become one, because leadership is not possible without self-awareness, and this book tackles the issue elegantly and thoroughly in a simple and powerful style. After this book, Tasha has become one of my favorite authors after Roy Baumeister and the Heath Brothers. Did I mention you should read the book?

anthony e. says

meh. some good points, but its list upon list format (3 types of narcissists, or 7 methods to cultivate whatever) gets a little pedantic, and most of the illustrative tales are about business people, which is kinda boring.

Arlena says

Title: Insight

Author: Tasha Eurich

Publisher: Crown Business

Reviewed By: Arlena Dean

Rating: Five

Review:

"Insight: Why We're Not as Self-Aware as We Think, and How Seeing Ourselves Clearly Helps Us Succeed at Work and in Life" by Tasha Eurich

My Thoughts....

This was definitely a wonderful read for anyone wanting to increase their self awareness through scientific finding and some authentic stories that will definitely help in the way you may be perceived. The read will help one in asking the question what instead of why as it offered ups such informative, colorful and even some humor. I loved how this author was able to give the readers some anecdotes coming from her own practice and in the end making the read a educational read along with her appendix which was a great tool to use too. By the end of this read one will be able to see "that we should never stop seeking personal insight in order to form stronger relationships, teams and growth."

These are definitely some steps one can do in order to evaluate just where you are now and even some ideas on how one must change especially if you don't like the feedback you hear. Now, I will say one has to be in the right frame of mind to be open and receptive to any change one may want in there life. Sometimes it may be a forever journey getting to this place, but it is worth the effect to try.

In the end I will take from the read "Insight" being a good read of how to get a good sense of how others may see you through self-awareness with some detailed exercises for developing that skill. This is definitely a read for "therapist, managers and anyone interested in improving themselves as a human being." As for me I can only say its teaching me my own self-awareness and lack thereof. I am still working on this thought-provoking process.

Hope says

Insight: Why We're Not as Self-Aware as We Think, and How Seeing Ourselves Clearly Helps us succeed at Work and in Life was recently published this May, 2017. I was first made aware of the book through an article by the New Yorker (if I remember correctly) which spoke about Eurich's understanding of internal and external self awareness and how we can learn more about it. Considering that I am at a bit of a crossroads in my life at the moment—finished my master's degree, my birthday is coming up, it is already mid-2017, where do I want this blog to go(?)—I felt like it was a good moment to see what Eurich's book was all about.

Not to get all sappy about this book, but sometimes I wonder if books choose us?

I know, I went there...

This book gives you not only a comprehensive understanding of internal and external self-awareness, which can be summarised as how you see yourself and how you think other people see you, but also a deeper look at self-awareness in relation to work, management, cultural norms, and the psychology behind it. There are some great questions and tips in the Appendix of the book that can help you figure out how you fall on the spectrum of self-awareness. For the brave, there is also a quiz you can take. Be warned, this will mean you and someone of your choosing will rate how self-aware you think you are internally and externally. I did the test and was not really surprised by my answer. In fact, I already knew what I would get: Introspector. And to paraphrase Eurich, this means I am someone who is good at internal self-awareness and pretty bad at judging how others see me. This quiz prompted a conversation with my husband and I, and we both came to the conclusion that I often think people don't like me, and I lack confidence in how others perceive my abilities. Knowing this, and actually articulating it can do wonders. Even though I knew I had issues with self-confidence and felt so concerned about everyone hating me, actually knowing this, speaking this to myself, and using Eurich's suggestions to open up my external self-awareness has already been a pretty nice change. It actually can help you see that people actually think you're alright.

tasha eurich

Dr. Tasha Eurich

Whilst this books sounds super 'self-help-ie' it is not the usual sort of self help book. And I should know, since usually those books make me want to throw up. This book has a lot of honesty and a lot of practical ways to deal with self awareness. Eurich tackles cultural and gendered issues that can affect our self awareness. Her book only scratches the surface though and there is so much that goes into self awareness that can be interpreted through culture, gender, religion, age, ability, and economic status. I cannot wait to see more of Eurich's work.

Seriously, if you're a human who lives on our planet. Get. This. Book.

quote

Have you read any of Eurich's books? How self aware are you really? Remember as always, to share the reading love.

<https://bound2books.co/2017/06/14/ins...>

Daniel says

Dr. Eurich makes a very compelling case here for seeking feedback from our direct reports, from peers, and supervisors. She also makes some awesome points about the danger of introspection and rumination. We cannot gain a better understanding of ourselves by just looking within. We have to be humble and look outside of ourselves. And this turns out to be one of the main points of the book, namely, that in order to have true insight, we must have good external self-awareness as well as internal self-awareness. The narrative of the book is straightforward with a lot of useful stories and analogies. She introduces us to several unique characters in whom we, not surprisingly, find ourselves more or less.

In the introduction she introduces us to an example of a military commander who lacked insight, and the story grabbed me. I was surprised. Really surprised. I don't want to give it away though.

Finally Dr. Eurich provides many useful and practical tools to assist us in gaining insight by taking a series of short personal assessment quizzes in an effort to "know thyself."

I personally found Dr. Eurich's book "Bankable Leadership" to be more inspiring than "Insight," however, this second book may ultimately lead to greater skill in leadership. This second book is designed to be more practical -but it takes work.

Kelly says

I received this book at a conference at which Tasha Eurich spoke - a very good keynote presentation by the way!

I really took a lot out of this book because Dr. Eurich included so many very actionable "exercises" throughout the book, and hence I was able to apply the contents of the book to myself very immediately and tangibly.

I'm a member of several professional groups here in the Denver area, and after learning Dr. Eurich is based here, going to suggest we have her in to speak at an upcoming event.

Claudia Blanton says

I received a free copy of this book in return for an honest review

I find any book that showcases the importance of self-awareness as a part of self-growth, and successful living an important addition to one's personal library. Some Authors are just better at executing the mission, then others. This one falls more into the latter category.

While the information in Insight is sound and based on a lot of research, I was not so happy about the presentation. Again, as I have mentioned in previous reviews, I am not a person who likes it when non-fiction books base their teaching strategy on stories and expect the reader to learn from them, but I am rather someone who wants to learn from a more factual based presentation. And my main mission for reading non-fiction books is to learn as much as possible.

Insights contain too much fluff, too many little anecdotes that take away from the mission of the book. Worse yet, and what ended up bugging me the most is that the Author decided that it was a good idea to present factual questions and a workshop style content in the back of the book, as an appendix, rather than as a part of each chapter. Why could that not have been placed into the meat of the book?

That oversight – if Miss Eurich would have decided to place that information into the main text – would have made this barely readable book into a pretty decent and usable self-help book.

I also don't quite agree with the notion that self-awareness requires a creation of core principles. I personally have found that self-awareness enables the creation of core principles, not the other way around.

There are some interesting points made throughout the book. And if you are a person who learns from stories and anecdotes you might get more out of the book than I have. I do appreciate that the Author does not promise an easy path to total self-awareness, but asks the reader for patience and commitment in the process.

Andrew says

An excellent apologia for performance review, not an account of the science of self-awareness as claimed in the blurb. This is not *Thinking, Fast and Slow* for self-awareness.

If you live in the USA, are a managerial worker, and want to get more out of performance reviews then you will get a lot out of this book. Otherwise, if you hoped to learn something about the science of self-awareness, then you will likely be disappointed, because after reading this book I still do not know what that means and whether there genuinely is an established science on the subject.

I suspect after reading this book that there is not such a thing. Instead, the author has used this device to cohere a lot of helpful insights on how we can reflect on our behaviour. I base this suspicion on the lack of references to other researchers in the field beyond well known results that are only tangentially connected, and upon the basic problem with the material, namely that it fails to sufficiently distinguish between the in-the-present nature of awareness and the upon-reflection nature of assessment.

The account is further undermined by extensive anecdotes and overly stretched metaphors. The anecdotes are particularly problematic, because they are so clearly fictional. In particular, they are just too neat, employ an all seeing narrator, and trade almost exclusively in stereotypes. In person, they are probably great ice breakers. As part of a text, they weaken the case being made. This problem is worst in the opening and closing portions. Lacking a rich source material the final chapter devolved into a folksy and glib stoicism for dealing with self absorbed people.

UPDATE: For a superb book that does explain why we are not self aware see *The Enigma of Reason*.

Cristen says

There are books that aren't meant to be consumed in a few days. To appreciate them, you need to absorb them slowly. That was the case with Tasha Eurich's book *Insight*, which took me almost three months to complete! There's a small part of me that's ashamed to admit that. It's the same part that's ashamed to admit I liked *Waterworld*.

The problem was I kept stopping to take notes. Notes! Who the heck does that unless they have to? So much of what Eurich wrote in this book resonated with me. Prior to reading it, I thought I was pretty self-aware. I try to be empathetic and conscious of how my actions affect others. But, in the back of my mind, there has always been this nagging doubt that the person I project to others may not be the same person I am inside my head. Maybe that fight I had with my friend two years ago wasn't her fault. Maybe that job didn't let me go for budget reasons.

Insight is a detailed look into self-awareness and its impact on our lives, from business interactions to social relationships. Over the last 40 years, our society has shifted away from conformity and modesty as a measure of living well and, instead, started focusing on self-esteem and the glorification of individuality. While this sounds great (individuality), studies have found that higher self-esteem does not always equal higher success or happiness. In fact, the opposite is frequently true. In an age of selfies, Twitter monologues, and participation awards, we're lulled into thinking we're special and superior.

"It's far easier to feel wonderful and special than to become wonderful and special." – Tasha Eurich

Fortunately, self-awareness is a surprisingly learnable skill. Eurich helps readers uncover the areas they are weakest in and discover the areas of their life they'd be better off focusing on.

Her book is full of anecdotal stories from people she's known personally and famous figures throughout history, interesting social experiments, and hilarious (often humbling) revelations. Like the chapter where she highlights our "Cult of Self" by pointing out the growing trend of parents naming their children unconventional names in an effort to make them stand out. I had to laugh. My children are named Troy and Beau. Ah, well, I guess I'm a product of my environment after all.

Robin says

I'm a sucker for these books. Let's acknowledge that up front. I'm a career management nerd, so I'm all about books that deal with making yourself a more effective person in whatever field you apply your energies to. There are so many books out there targeted at people looking for this kind of advice, and many of them are abysmally bad. This one's not! It is occasionally deeply irritating, yes. Whomever picks this book up from the little free lending library in which I eventually leave it may raise their eyebrows at some of the marginalia I felt compelled to add when particularly frustrated, but it is balanced out with plenty of underlining of ideas I felt were compelling and well-stated. I could have lived without quite so many anecdotes, particularly those involving the author herself, who can come off a bit privileged and insincere. In fact, I want to blame her editorial team for some of the more irritating details, because it almost seemed she was following instructions to present her case studies in a certain tone that didn't feel natural. Luckily, the book makes up for its defects with a strong emphasis on actionable material. The end matter is full of appendices and exercises to help you self-evaluate and do real work to improve your ability to see yourself more clearly and make adjustments to behaviors that aren't working for you. Not every exercise makes perfect sense, but I appreciate that some of them restate questions from different angles that encourage you to double-check your own assumptions. For example, one exercise asks you to reflect on the values you were

raised with that you still hold, and provides a list of values you might consider in case you're stuck. Answering questions like this with a provided list of values nearby tends to result in a larger result set, as we tend to pick things that we think we should choose because we saw the word and feel that not picking it implies we don't value it. A later question asks what values and behaviors you would most want to instill in your children. For me, at least, this question helped me narrow in very quickly to five values that resonate very deeply, and thus resulted in clearer insight about what it is that I really care about and can cultivate further to motivate me when I seek to improve.

Helen Palmer says

I do love a self help book but as with so many this one is too long. Also I really can't stand the examples you know "Linda, a super successful career woman blah, blah" having said that, I skipped the examples and learnt stuff. We are better off if we have a more accurate sense of how we are and how we appear to other people. We are really bad at judging this. We should live by our core values - good idea to write these down and remind ourselves of them if we feel a bit lost. Mindfulness and meditation help, no surprise there. As does having a learn rather than a do mindset.

Frances says

I will admit to being pleasantly surprised with the writing. When I raised this at Bookclub, it sounded like everyone else was flabbergasted by this opinion, but I stand by my point as the nearest comparison to a similar book is still that DREADFUL book about Drowning or Grief or whatever. Ugh.

This would have likely earned a 4th star had she not chosen to refer to people as unicorns. But for the most part, her non-original reorganization of recognized neurological-psychology was actually pretty useful. The score is actually closer to 3.5 for me, if only because of the worksheets and appendices she chose to include with the book, which are actually supremely helpful and useful. Looking forward to working through it, just so I can verbalize some things to my self.

She actually sites things, which is refreshing and unusual, too. Still if she had committed herself to 1 anecdote per chapter and removed her self-inserts she would have accomplished her goal and the book would have been half as long.

Georgie Morell says

Ayeeeeee??

Linda says

Need to read it again - slower. But now I have the picture.

David Smith says

All I can say is...wow.

I came across this book from a post, shared on LinkedIn, by Susan Cain, author of Quiet. I read the post and immediately found out about Tasha's book and ordered it. This is one of the best investments in a book I've ever made.

It so happened that I was in the middle of a performance appraisal where I work, and it was not clear to me that I would be successful in completing it and getting my contract renewed for another year. The principles in this book about how we should go about being "self-aware," and understanding how others really see us were of enormous value in my current situation and has given me much food for thought on how to handle my professional future, as well as other aspects of my future.

Thanks, Dr. Eurich for a great book that deserves to be read much more than once.
