



Self-knowledge, assertiveness, humbleness and other aspects we have been working on throughout the book should be tools to become better persons, and thus, better professionals. Tools that allow building long-term relationships and generate exceptional results based on mutual confidence and commitment.

“Autenticidad”, Introduction, page 22

THE TOOLS

Our proposal towards AUTHENTICITY is made up of 4 reflections + 4 tools. In previous News we spelled out the four reflections that everyone should clarify in order to get to know himself. This is the essential scaffolding on which we can keep on constructing.

This first part, the reflections part, may turn out to be the most complex since it requires such honesty and critical sense toward ourselves that we are not used to exercise. Yet, this is only a lack of habit. If So -the paradigm of the hierarchical and smug executive- did it, then we can do it too.

Keep in mind that this is not a one-way path, but a cycle; when you reach the end of the process, we will invite you to go back to the beginning to review your reflections. Knowledge and the application of the 4 tools we have presented today will help you go deeper with more focus and efficiency.

Then, let's advance.

Tools proposed today as the background to exercise AUTHENTICITY are:

- The power of empathy.
- The power of assertiveness.
- The impact of humbleness versus arrogance – The open question.
- The proper use of words.

Yes, of course, they are old acquaintances but, do we know how to use them to obtain the goal we are aiming to achieve? Hugs and enjoy the summer!!