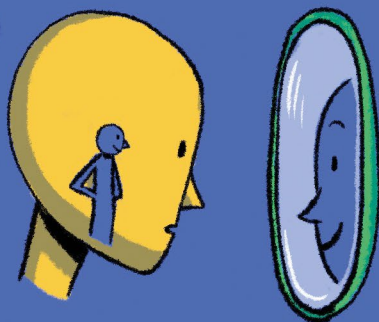


NUMBER 5:

# SELF-KNOWLEDGE

## to pull FORWARD



*It is when the completely unpredictable moments arrive that companies, families, routines and schemes in general break down. All of a sudden we are forced to face ourselves, that is, our EMOTIONS.*

*The approach in which we are able to integrate the grief and pain caused by the Covid crisis will show us how to move forward and emerge stronger.*

*The only way to live with the GLOBAL CHANGE established by this CRISIS is by changing ourselves from within. This necessarily implies doing a job of authentic INTERIORIZATION that helps us to truly discover WHO WE ARE, why we are where we are, how we can help others and how to draw our Plan from here.*

- The possibilities of action are many and we have a duty to design them NOW. This crisis has shown us that the mere “reactive” responses are too short a route, and that their immediacy will no longer be useful to us in this new stage. It is essential for us to look BEYOND; and that what we have so clear at the business level we also must take it to the personal field.
- For too long we have underestimated aspects of our lives that we now see as critical to coping with crises. We need, like the bread we eat, to take care of such elementary aspects as friends, family, and a VITAL PROJECT that makes us A PERSON and brings lifelong learning.
- We have to give VALUE to where it belongs.
- If we are not aware of our vulnerability, it will be difficult for us to digest the fact that in a few days everything has stopped and nothing will ever be “as it was before...”
- Now we know that feeling vulnerable makes us stronger because it places us within our LIMITS, and therefore it also allows us to break them.
- We have lived affected by things, contexts, elements and situations that are completely dispensable, or even worth to be left over. It makes no sense to live worried about trips, second homes, hobbies, false “friends” or “visibility” to networks or the media.
- It is time to take an inventory to find out what we need, what we want, what we have to go looking for or what we must part with.
- Never again ALONE as a premise of life. Only when you KNOW YOURSELF will you know what or who you must surround yourself with, but you will also discover what or from whom, you must flee away.
- It is only when you are TRULY YOU that you can be of use to others. And only when you are of use to others will your life really have meaning.
- Therefore, self-knowledge for growth. But don't do it ALONE. In community you end up more reinforced.

Link:

[Understanding the leader's identity mindtrap](#)
[Covid has been a time for reflection and self-awareness](#)
