

# To build a self-aware team, follow the five pillars of insight.

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Self-awareness isn't just a useful quality for an individual to possess – it can exist on a collective level, too. So how can a team of people become self-aware?

Just like a self-aware individual, a self-aware team knows itself and knows how others see it. To achieve this, a team must develop five areas of insight, which the author calls the Five Cornerstones of Collective Insight. These cornerstones are objectives, progress, process, assumptions and individual contributions. Any self-aware team must regularly assess how well it's performing in each area. By asking the right questions and examining issues from all possible angles, the team can become more efficient and effective.

What sort of questions might a team ask to gain insight with these five cornerstones? Take objectives. When assessing its objectives, a team must ask itself what its most important goal is. Is it more important to increase sales, or is it more important to focus on the company's environmental impact, for example?

Assessing progress is perhaps the most straight forward. The team might ask "How many units have we sold?" or "How many new clients have we gained?"

To evaluate its process, a team should focus on the way it's currently working, and look for areas of improvement. This could involve questioning how effective the marketing strategy is, or even the format of internal meetings.

As you've already learned, it's just as important to be aware of how others see you, and this is no different for teams. That's where assumptions come in. Assumptions are the judgments made about a brand by outsiders. A self-aware team will take the time to understand how its work is viewed by others, and consider how to build and improve on its image.

Finally, a team can gain insight through evaluating individual contributions. This can be done by considering which team

members are having the most impact.

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