



POTENTIAL SELVES  
realize your possibilities

KNOWN

Disclosure

SELF

Disclosure

UNKNOWN

KNOWN

Feedback

## OPEN SELF

“I Know What I Know”

(Conscious Competence)

[Able to speak another language...]

[I am a subject matter expert...]

## BLIND SELF

“I Don't Know What I Know”

(Unconscious Competence)

[Able to run a marathon...]

[I am sought out for advice...]

OTHER

Feedback

## HIDDEN SELF

“I Know What I Don't Know”

(Conscious Incompetence)

[Not able to play piano...]

[I do not delegate effectively...]

## UNKNOWN SELF

“I Don't Know What I Don't Know”

(Unconscious Incompetence)

[Not able to drive in UK...]

[I am perceived as arrogant...]

UNKNOWN