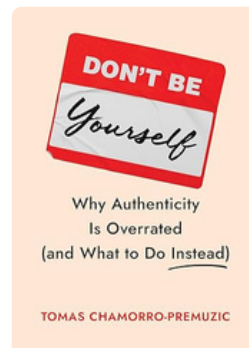


Borrowed Brilliance: 3 ways to practice effective authenticity

Authenticity at work isn't as easy as "just be yourself."

Tomas Chamorro-Premuzic challenges the idea of bringing your whole self and instead encourages us to think about 'effective authenticity'.

It means showing up in ways that feel true to you, but that also connect with the people around you.



[Longer read](#)

Ideas for action



Know yourself at your best and worst

Start with your values. Explore what they look like at your best – and at your worst.

This gives awareness of when "being yourself" supports your success, and when it risks getting in the way.

Spot what your team needs and when

Collect data about the dynamics of your team (who leads, who succeeds and when does it feel out of sync).

Don't just think about what you want to do – be clear about how what you bring can benefit the whole team.

Choose your authenticity 'blend'

Try thinking of authenticity like coffee – few people want the unfiltered version all the time.

Be intentional about the 'blend' you bring, and keep checking in – because the right mix will change over time.

Coach yourself

When does '100% authentic me' work for and against me?

