

Self-knowledge and self-exploration: identifying strengths and areas for improvement



OBJECTIVES OF THIS SESSION

Identify personal strengths and areas for improvement.

Connect skills, values, and goals with practical opportunities.

- **Design a personal plan to leverage your strengths in green initiatives.**

What is self-knowledge and self-exploration?



- **Processes of exploring and deeply understanding your own emotions, thoughts, motivations, strengths, weaknesses, values, and beliefs.**
- **Self-exploration also involves understanding your personal goals.**
- **They are useful tools for personal and professional growth.**

THE 5 COMPONENTS OF SELF-KNOWLEDGE

- **Emotions:** being aware of how you feel, what triggers them, and how they influence your decisions.
- **Thoughts:** Identify your mental patterns to challenge limiting beliefs and foster a constructive mindset.
- **Strengths and weaknesses:** Recognize your strengths to enhance them, and your areas for improvement to manage them strategically.
- **Values and beliefs:** being clear about what's important to you and acting in accordance with your principles.
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- **Personal motivations:** connecting with what drives you to stay focused and move forward with purpose.

WHAT IS SELF-KNOWLEDGE FOR?

- **Improved decision-making and problem-solving.**
- **It is key to continuous development and personal growth.**
- **Allows better management of emotions.**
- **It helps you reduce stress.**
- **Increases self-esteem and confidence.**
- **Achieve quality interpersonal relationships.**
- **Achieve more effective and empathetic leadership.**
- **Allows for greater alignment with life purpose.**
- **It makes you resilient in the face of challenges.**
- **Your goals are clearer and more realistic.**
- **You gain personal and professional authenticity.**



An entrepreneurial attitude is based on personal confidence and the determination to make decisions that bring us closer to our dream goals.

Without self-awareness, we'll lack the key elements: a clear understanding of where we want to go and the courage to pursue it.

BENEFITS OF SELF-KNOWLEDGE FOR ENTREPRENEURS

- ✓ It allows you to live authentically and take control of your life.
- 🧭 It makes it easier to choose a path that is consistent with who you are and what makes you happy.
- 🤝 Improve your relationships with yourself and others.
- 😊 It helps you manage your emotions and lead yourself emotionally.
- 🧩 Simplify problem solving based on your actual values.

In your business:

- 🎯 Define goals aligned with your purpose.
- 📌 Make more conscious and informed decisions.
- 🚀 Achieve goals with clarity, motivation, and effectiveness.

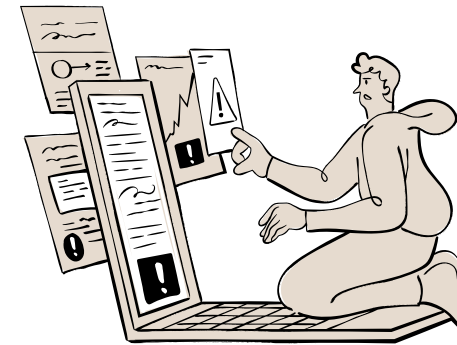
SELF-KNOWLEDGE TOOLS FOR ENTREPRENEURS

Journaling:

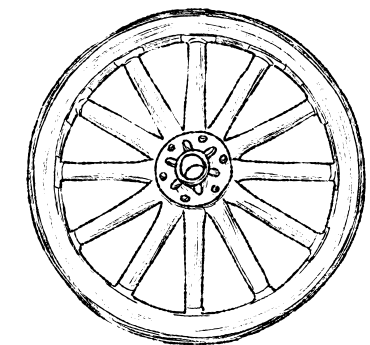
Write every day about your purpose, values, talents and abilities.



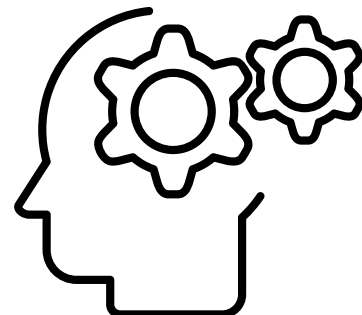
Personality tests (MBTI, HEXACO, VIA, etc.)



Wheel of life to assess your level of satisfaction in different areas of your life



Self-exploration map: a mind map with you as the central theme



Adapted 360 Feedback: ask for honest opinions



Therapy and coaching





Practical example

Jorge, 24, is interested in launching an entrepreneurial project. He has several ideas in mind: opening an eco-friendly cafe, creating an environmental education channel on social media, or producing compost locally.

Before making decisions, he does some self-examination...

Values: He realizes that he is especially motivated by climate justice and responsible consumption.

Skills: He has training in digital communications, but little experience in business management.

Lifestyle: prefers projects with direct social impact, which do not require a large initial investment.

Personal goal: wants to raise awareness among other young people about sustainability and daily habits.

Thanks to this analysis, Jorge decided to pursue something that best aligns with his current profile: creating an environmental education channel aimed at young people, with content on recycling, conscious consumption, and local activism. He doesn't rule out developing other projects in the future.



CREATE YOUR LIFE MAP

1

Divide your life into 3 main areas:

- **Education**
- **Job**
- **Personal interests**

2

In each area, identify:

- ✓ **Key skills**
- ✓ **Important values**
- ✓ **Personal goals**

3

Connect the dots:

Look for patterns or connections between areas: what common themes or directions emerge?

EXPLORE YOUR LIFE JOURNEY VISUALLY

Now create your life map using colors, symbols or drawings that represent you.

You can do it on paper, on your computer, or with tools like Canva, Miro, or even cardboard.

 **Reflect:**

- What parts of your life are most connected?**
- Where are certain skills or values repeated?**
- Where would you like the next connections to go?**



Conclusion

 **Reflect:**

What was your greatest learning?

What strengths can you apply immediately?

How will you use this exercise for your personal development?