The four stages of authenticity

**WHY BE AUTHENTIC?**

Authenticity can become both a motor and a compass: a motor in driving you forward in the world, and a compass in guiding your interaction with that world.

**01 EXPLORATION**

Practice authenticity by exploring a range of roles. You learn how to better express yourself, your talents, and your vision of the future. The wider the range of roles, the more agile you are likely to become.

**02 FOCUS**

Focus on a particular work identity and pursue this in greater depth. You develop a signature style, which becomes your calling card or “personal brand.”

**03 INDEPENDENCE**

Members of professions value not only collective identity but also their autonomy. You will want to build independence and enlarge your professional control and influence.

**04 PROFESSIONALISM**

Direct your authenticity toward mastery of the work itself and the way in which you engage with your audiences. You seek to demonstrate continuity while exploring new areas of opportunity.