

**CHART 1**  
**UNCONSCIOUS COMPETENCE**

**COMPETENCE**

<p><b>PHASE 4</b>  <b><i>UNCONSCIOUS COMPETENCE</i></b></p> <p>You've practiced the new behavior, incorporated it into your regular repertoire of skills, and engage in the behavior naturally without having to think about it.</p>	<p><b>PHASE 3</b>  <b><i>CONSCIOUS COMPETENCE</i></b></p> <p>You've read books, taken workshops, and maybe even gotten some coaching. You're focusing on exhibiting new behavior to the point where you're self-conscious about what you're doing and how you're doing it (which isn't a bad thing).</p>
<p><b>PHASE 1</b>  <b><i>UNCONSCIOUS INCOMPETENCE</i></b></p> <p>You can't know what you don't know! Until you get feedback that change is needed, this is a blind spot for you.</p>	<p><b>PHASE 2</b>  <b><i>CONSCIOUS INCOMPETENCE</i></b></p> <p>You've gotten the feedback – you know you need to take action – but what do you <i>do?</i></p>

**CONSCIOUSNESS**