



## YOUR CLARITY PROFILE

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# Aware

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*The identity you are leading from  
and the one you are becoming.*



Your personal profile, from your audit results

### THE AWARE PROFILE

*Based on your results from the 'Why You're Second-Guessing Yourself' leadership audit*

# Aware

SCORE BAND 26-36

A few of these patterns are beginning to appear. Not in every situation and not strongly enough to shape everything you do, but often enough to deserve your attention.

You may find yourself revisiting a decision you had already made, looking for more reassurance or information, taking on responsibility that does not belong to you or working harder when progress slows.

An Aware result means there is still space between what triggers you and how you respond. The pattern may be present, but it is not yet making the decision for you. You are beginning to notice what happens in the moments when your confidence, judgement or sense of responsibility starts to shift.

As responsibility grows, repeated responses can become familiar without you consciously choosing them. Seeking reassurance can become second-guessing. Carrying more can become carrying everything. Extra effort can become the answer you automatically reach for.

Noticing these responses now gives you the opportunity to understand what activates them and decide what genuinely serves you before they become familiar ways of operating.

*You are noticing these patterns early.  
That gives you more choice about what happens next.*

## WORTH KNOWING

Research led by UCL researcher Phillippa Lally found that the time taken for a repeated behaviour to become automatic ranged from 18 to 254 days. The important point is not a deadline. It is that repetition gradually makes a response feel more natural. Noticing it gives you the chance to choose whether you continue repeating it.

*Phillippa Lally et al., European Journal of Social Psychology, 2010.*

*"Is this really me?"*

## This may feel familiar

-  You reread an email you would normally send straight away, checking not only for mistakes but also how it might be received.
-  A decision you made on Tuesday is still taking up space in your thoughts on Thursday.
-  You continue working even when the work can wait, because stopping feels uncomfortable.
-  You want someone to reassure you that you are doing well, then judge yourself for needing to hear it.
-  You complete something you are proud of, but the satisfaction fades more quickly than it used to.
-  You take on more than you did before, while sharing less about how much you are carrying.

If a few of these feel familiar, do not turn them into a bigger problem, but do not dismiss them either. They may be early signs that you are looking outside yourself for certainty, connecting your worth more closely to results or becoming used to carrying too much alone.

The fact that these moments are occasional makes them easy to overlook. It also means you have noticed them early enough to respond. You do not need to wait until a pattern affects every decision before it deserves your attention.

## HOW OTHERS SEE YOU

*"Is this really me?"*

# What others see and what you experience are beginning to differ

### OTHERS SEE

-  The same confident woman they have always known.
-  Someone who makes clear decisions.
-  Someone thriving in a bigger role.
-  High standards and strong results.

### YOU EXPERIENCE

-  More checking, questioning and looking for reassurance.
-  Decisions made, then reconsidered when the stakes feel higher.
-  Pride in how far you have come, alongside more pressure to get it right.
-  Standards that are beginning to influence how you feel about yourself.

*The difference between these columns is still small. You are still confident and capable, but some decisions, expectations and responsibilities may be carrying more weight than they used to.*

*Noticing that change now gives you the opportunity to understand what is causing it before it becomes a familiar part of how you lead.*

## WHERE YOU MAY NOTICE THIS

*“Is this really me?”*

# Where the early signs may appear

These patterns do not appear everywhere at once. You may recognise one clearly in one area and barely at all in another. Here is what the early stage can look like, followed in italics by what to notice.

|                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <br><b>CAREER</b><br>You are still making thoughtful career decisions, but ambition may be carrying more pressure than before. <b>Notice</b> <i>whether your next move is guided by what you want or what you feel you should achieve.</i> | <br><b>BUSINESS</b><br>Growth still excites you, but slower progress may be starting to feel more personal. <b>Notice</b> <i>whether a quieter period leads you to add more instead of reviewing what is already working.</i>     | <br><b>RELATIONSHIPS</b><br>You are still open and connected, but may be sharing less about what you are carrying. <b>Notice</b> <i>if being seen as capable makes it harder to admit when you need support.</i>            |
| <br><b>PARENTING</b><br>You want your children to feel valued for who they are, not only what they achieve. <b>Notice</b> <i>if praise begins to focus more on results than effort, kindness or character.</i>                           | <br><b>FRIENDSHIPS</b><br>You continue to show up for the people you care about, often as the dependable one. <b>Notice</b> <i>whether you are allowing your friends to support you too.</i>                                    | <br><b>HEALTH</b><br>You notice many of your body's signals, but may be responding to them later than you once did. <b>Notice</b> <i>if tiredness, tension or disrupted sleep is becoming easier to accept as normal.</i> |
| <br><b>MONEY</b><br>Earning and growth still feel rewarding, but money may be starting to carry more meaning. <b>Notice</b> <i>whether a financial result changes how successful you feel.</i>                                           | <br><b>DECISIONS</b><br>You usually make clear decisions, but some are beginning to stay open for longer. <b>Notice</b> <i>when more information is helping you decide and when it is delaying a decision you already know.</i> | <br><b>REST</b><br>You still allow yourself to rest, but it may come with more explanation or guilt. <b>Notice</b> <i>if rest feels acceptable only after everything else is finished.</i>                                |

*"I hadn't considered what this could mean."*

## Your score reflects five different patterns

Your result reflects five patterns that can influence how you see yourself, make decisions and lead. This profile introduces them. The full guide will help you understand which patterns are most present for you and how they may be shaping your experience:



### Proving Your Worth

Your confidence becomes closely tied to what you achieve, produce or get right. When results change, your sense of worth can change with them.



### Seeking Certainty

You often know what you think, but continue looking for reassurance, information or evidence before fully trusting your own judgement.



### Carrying It Alone

You have become so capable and dependable that asking for help, showing vulnerability or allowing yourself to need support can feel uncomfortable.



### Doing More

When progress slows or uncertainty appears, your instinct is to work harder, add more or keep pushing, even when more effort is not what is needed.



### Outgrowing Your Identity

The habits, beliefs and ways of operating that helped you succeed may no longer fit the woman you are becoming.



Each pattern can follow the same simple loop: something triggers it, you return to a familiar response, that response brings short-term relief, and over time it creates a cost. Your result suggests you may be beginning to repeat this cycle in one or more areas. The full guide will help you recognise what activates each pattern and choose a different response before it becomes a familiar way of operating.

*“What can I do with this today?”*

## The Weekly Pattern Check

This page is yours to return to each week. The value of an Aware result is that you are noticing these responses early. A short weekly check can help you recognise where a pattern appeared, what may have triggered it and what you would like to choose next time. Set aside five minutes and ask yourself these three questions.

**1 Which pattern did I notice this week, and what seemed to trigger it?**

*Notice the situation, feeling or pressure that came immediately before it.*

**2 How did I respond, and what did that response give me in the moment?**

*Consider whether it provided reassurance, control, momentum, relief or a sense of safety.*

**3 How would I like to respond if the same situation happens again?**

*Choose one small response that would support you better.*

*Five minutes, once a week, to notice a pattern before it becomes a familiar response.*

*The full Aware Guide expands this into 14 days of deeper reflection, supported by recorded audio coaching from me.*

## GOING FURTHER

*"I want to understand this properly."*

# Ready to understand what your result means for you?

This profile has helped you recognise where these patterns may be beginning to appear. The full Aware edition of The Clarity Guide is a 14 day guided coaching experience created for this result. With accompanying audio coaching, it will help you understand what activates them, respond differently and strengthen your self-trust before they become familiar ways of operating.

-  **Work through the guide with me beside you**  
A series of pre-recorded coaching audios to support your reflections, deepen your understanding and help you decide what comes next.
-  **A 14 day guided coaching experience**  
Short daily reflections designed to help you deepen your understanding of your result and put what you notice into practice.
-  **The five patterns, explored in depth**  
Understand how each pattern may appear for you, what can activate it and the early signs to notice.
-  **The Pattern Loop, explained**  
See what triggers a familiar pattern, what keeps it going and where you can interrupt it.
-  **Where the patterns appear beyond work**  
Explore how the patterns can influence your career, business, relationships, parenting, friendships, health, money, decisions and rest.
-  **The research behind the patterns**  
Understand why these responses develop and what can help you create lasting change.
-  **A weekly five-minute practice**  
Simple, repeatable and designed for a diary that is already full.



I wrote every page for the woman who answered the audit the way you did. If this profile felt like being seen, the guide feels like being understood.

*Gemma x*

£47

Get the Aware Guide + Audio Coaching

GEMMAEASDON.CO.UK

*“Awareness creates choice.  
You’ve already made the first one.”*



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