



The Best Policy

How Honesty Improves Your Business Skills


It is hard for most people to be honest with themselves. It is human nature to only want to think about the good stuff and to push the not-so-good stuff to the back of our minds. Being honest with yourself is being in a state of self-awareness. The easier you can see yourself through the eyes of others, the more mindful you are of both your limitations and gifts.

Truly being honest with yourself not only builds self-awareness, but it clearly helps develop integrity, too. My father always told us that integrity is our foundation. Integrity reflects who we choose to be as a person. Being honest with yourself helps you get there. It is an active decision to be honest with yourself over and over again. It is an exercise that lasts a lifetime.

But how can you be truly honest with yourself? Take some time and go through the following checklist of characteristics. Take time to reflect on each point and answer each question authentically.

- **Introspective.** Are you thoughtful about your actions and conversations? Do you think before you speak?
- **Noble.** Do you always strive to be decent in your dealings with others? Are you fair and equitable?
- **Trustworthy.** Do you purposefully create a trusting environment? Do you believe in others?
- **Ethical.** Do you lead by example for all those around you? Do you do the right thing even when no one is watching?
- **Gracious.** Do you extend kindness to others? Do you give others the benefit of the doubt?
- **Reflective.** Do you think about what you have done and correct it if needed? Do you admit to your mistakes and apologize?
- **Interested.** Do you show interest in others? Are you more focused on others interests succeeding than your own?
- **Thankful.** Are you thankful for all that you have? Do you show your thankfulness for others?
- **Yourself.** Do you respect and treat yourself well? Do you spend time just thinking?

All of these are important questions to help you be honest with yourself. Being frank with yourself, creating self-awareness and developing integrity strengthen your character.

You know your limitations, and you can work on them. You know your gifts, and you can grow them. This realization helps you contribute to the world on your terms. It does not guarantee that you will be a successful leader or run a successful business. Being honest with yourself guarantees you will be a better person, and the lives you touch will be enriched. It is your foundation. 



Sonya Ruff Jarvis

is the managing member of Jarvis Consultants and the founder of the eRetailer Summit and JC Event Group. Her latest book, "Mindful Minutes: A Marketer's Journey Through Business," is available now on Amazon. Follow her on Twitter @jarvisconsult or @eretilersummit.