

Awareness

What is necessary to change a person is to change his awareness of himself.

—Abraham Maslow¹

Raising our awareness is the first step in the evolution helix (Figure 1) and is the main focus of evolving faster than the pace of change. The awareness shifts you get from the Unnatural Selection framework are mostly achieved in the field as you apply the evolution helix to your digital leadership role.

¹William M. Stephens, *Life In The Open Sea* (McGraw-Hill, 1972), 21.



Figure 1. Awareness, step 1 of the evolution helix

In Part II of the book, we bootstrap the most critical aspect of Unnatural Leadership Awareness: understanding people. Gaining a better understanding of ourselves, our team, our stakeholders, and our customers allows us to respond better, grow faster, influence more, and deliver more effectively.

The chapters in Part II are based on a decade of my experience in coaching, psychology, NLP, Neurosemantics, Leadership Agility, and the Enneagram and over 20 years in digital. Understanding people is a passion of mine—this book and the Unnatural Selection framework is the integration of my experience in both digital and psychology.

I've integrated these two worlds here in Part II and developed the Humans as a Full Stack model, which simplifies the behaviors of a person and makes them understandable to technologists by drawing the analogy to that of a full technical stack, with a frontend, an API layer, and a backend. By the end of Chapter 10, you will have a significantly deeper understanding of how people develop over time, the impact of personality type on responses and behaviors, how we process and filter external information, and the impact these factors have on successful communication.

It's going to be epic!