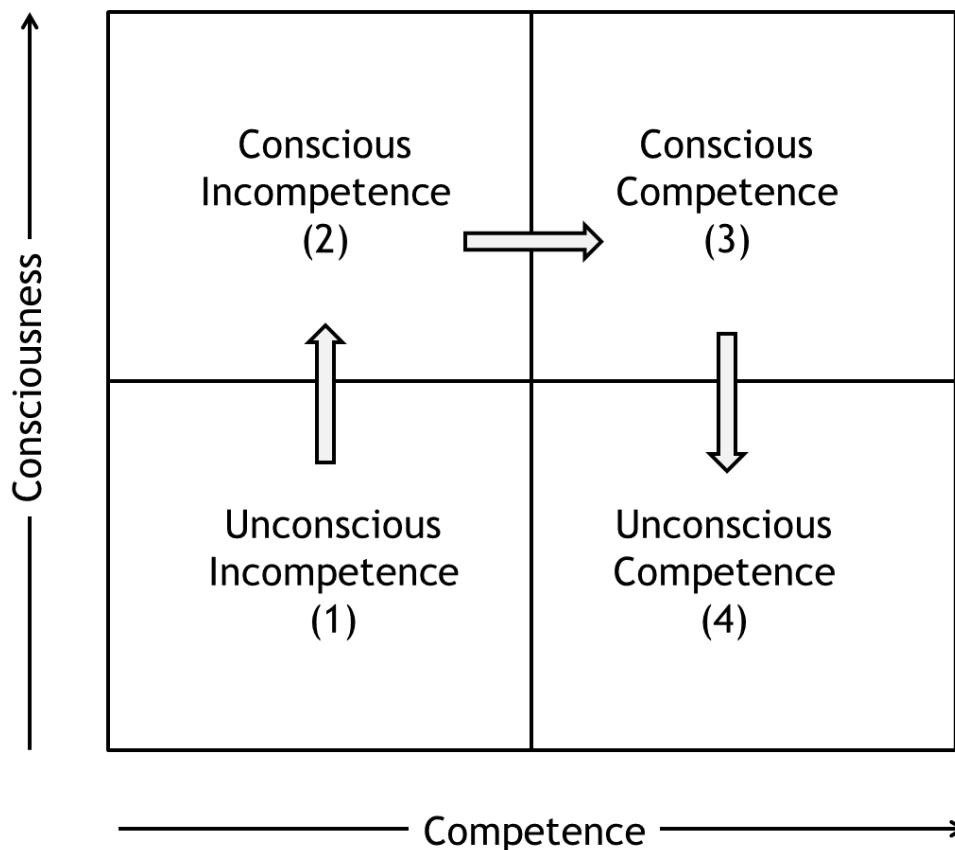


WHAT YOUR FOLLOWERS WANT YOU TO KNOW....

Once we have learned a new skill – allow us to use it asap. This develops consistency. If it's not needed now, then why have we trained in it?

Here is a famous model called the Conscious/Competence matrix:



- 1) **We don't know that we don't know.** The movement from box 1 to box 2 is characterised by an external issue that creates *awareness*...
- 2) **We now KNOW that we don't know.** The movement from box 2 to box 3 (if considered important and/or the learner is sufficiently motivated) is characterised by *training and development*
- 3) **As we learn, we recognise that we now know** – and undertake the activity with care. The movement from box 3 to box 4 is characterised by *practice and experience*.
- 4) **We just do it.** It is in this area that 'Expertise' lives. Often, if we ask an expert how they do something, they can't immediately answer. Or they say: "Well I just DO!". That's *Unconscious Competence*.