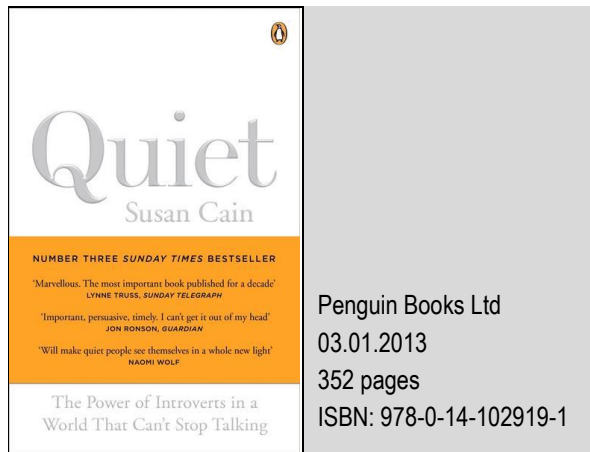


Book tip



Susan Cain studied at Harvard Law School and Princeton University and is the co-founder of Quiet Revolution. The bestseller "Quiet" was translated into 40 languages and stayed on the New York Times best-seller list for more than seven years. Her TED Talk reached more than 30 million people.

Two questions to start with

Please answer the following two questions spontaneously: Is introversion a strength? Is extraversion a strength? If you answered no to the first question and yes to the second, you are in good company. I often ask this question in the context of personal and professional assessment. Many of my clients answer this way, regardless of whether they themselves are more introverted or extraverted. So, it's high time to read Susan Cain's bestseller about the power of introverts.

Fighting an absurd prejudice

Where does this disregard for a widespread personality trait come from? For the USA, where Susan Cain lives, I can explain it to the extent that American culture could be described as rather extraverted. For Switzerland, however, this

is probably not the case. Many people see introverts as socially inhibited people and are likely to confuse their inward orientation with shyness or a dismissive nature. In the book, Cain shows how introverts differ from their extraverted counterparts. To name just a few among many aspects: As quiet people, they listen better, are usually good observers and process their many impressions independently. It is not uncommon for introverts to contribute the solution in a discussion group when they feel confident to express themselves.

A reading not only for introverts

The book may relieve the introverted reader, as they often struggle with aspects of their personality. With the help of the examples described, they realise that in certain situations they cannot act any differently than they do and that therefore everything is fine with them. I, for example, feel much safer since I no longer require myself to always form an opinion on every subject. I know that I have to withdraw into myself for a moment in order to reflect on an issue calmly. I communicate this to those around me and always meet with understanding.

But extraverts will also benefit from reading this book, as they will gain an understanding for the often-irritating behaviour of their introverted fellow human beings.

After all, people's differences are a great benefit in every situation, once we have learned to appreciate them and deal with them productively.

[#Strengths](#), [#Weaknesses](#), [#Personality development](#)

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