

## **PERSONALITY DEVELOPMENT**

### **Understanding and using your true nature**

People differ in their strengths, talents, and preferences. Our personality shapes what interests us, how we act, and with whom we feel comfortable. In career development, it's key to personal fit. Yet many struggle to accept their nature – especially weaknesses. Younger people, in particular, often strive to excel in everything. But real growth begins with self-awareness: those who know their strengths and limits can develop in a targeted way.

### **Growth begins at the edge of your strength**

Personality development doesn't mean eliminating weaknesses – it means refining strengths and preventing overuse. The «value quadrat» by Schulz von Thun illustrates this: every strength has a downside. A harmony-oriented person, for instance, may avoid conflict under stress. Personal growth means learning to confront – without losing the ability to mediate. This expands your behavioral range. Personality development thus strengthens your soft skills in the same way technical training boosts hard skills.