

# AUTHENTICITY

## Definition



- Authenticity is the genuine and sincere expression of one's true self, values, beliefs, and emotions within the context of their work or career.
- It involves being true to one's identity, not putting on a facade, and being transparent in one's actions and interactions.
- Authentic people are open and honest about their strengths and weaknesses, make decisions aligned with their principles, and build meaningful relationships based on trust.
- Authenticity fosters a sense of credibility, integrity, and relatability, ultimately enhancing professional relationships, job satisfaction, and overall effectiveness in the workplace.

## Why It's Needed?



- Authenticity is crucial because it establishes trust, fosters genuine connections, and promotes effective communication.
- When people are authentic, they are more likely to build strong relationships with colleagues, clients, and superiors, as people are naturally drawn to sincerity and transparency.
- Authenticity enhances personal well-being and job satisfaction, as individuals can align their work with their true values and passions, reducing stress and burnout.
- It encourages innovation and creativity, as diverse perspectives and ideas are more readily shared in an environment where people feel safe to be themselves.

## Impacts if you Don't have it

Lack Of Trust



Reduced Job Satisfaction



High Turnover



Missed Opportunities



Communication Breakdown



Decreased Innovation



Negative Organisational Culture

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