

Guiding Clients in Self-Awareness for Authentic Identity Management

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Webinar Presenter



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Webinar Learning Objectives

- 1**

To recognize the importance of self-awareness in the recovery process.
- 2**

To learn the significance of self-assessment as a tool for integrating clients' view of self and the image they present to others
- 3**

Develop strategies for guiding your clients in creating personal brand statements that support clients' ownership of their recovery program.



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A Recovery-Oriented Strategy that can build Client-Counselor Alliances!

Supporting clients' self work is perhaps one of the more challenging and rewarding aspects in client-counselor relationships.

Depending on the time and intensity of ones substance use condition and experiences, recovery-oriented support involves multiple strategies and techniques for guiding clients in their daily recovery-orientation.

Guiding clients in their personal brand development offers the opportunity for valuable exchanges between clients and counselors, with many alliance-building properties.



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The Learning Objectives will guide the sequencing of this webinar

Preview of what we will cover ~

- (1) The importance of Self-Awareness
- (2) The significance of Self-Assessment as a recovery-oriented tool
- (3) Personal Brand statements serve as a counselor's strategy for guiding clients in their ownership of their recovery programs



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Growing self-awareness allows for integrating view of self & the image I present to others = identity management



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If I do not know who I am...



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1st suggested Strategy for improving Self-Awareness

- Ask yourself about yourself
- How do I interpret & evaluate how I behave?
- How do I interpret & evaluate how I feel?
- Use of Self-Assessment tools [i.e.: Who Am I? writing response test; “Is your self-image positive or negative?” written assessment questionnaire]

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2nd suggested Strategy for improving Self-Awareness

- **Seek feedback & listen to others' views about who you are**
 - How do friends, family, sponsor, co-workers respond to me? What do they say about me?
 - **Take care to value feedback from trusted others.**
 - Counting how many 'likes' I receive on Instagram can serve as a distraction from improving authentic self-awareness for healthy identity management



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3rd suggested Strategy for improving Self-Awareness

- **Identify the various ways you may present yourself in your different life roles**
 - How do I present myself as a mother? a father?
 - How do I present myself at my 12 step meetings?
 - How do I present myself when I interact with my boss?
 - How do I present myself when working alongside my co-workers?
 - How do I present myself as a friend? a spouse?



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Self-Assessment is a self-determined and self-directed process that leads to growing one's self awareness



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Self-Assessment leads to...

- Building language for identifying & articulating to self & others who I am. What are my characteristics?
- Increasing my knowledge about my strengths & challenges,
- The defining of my life goals & identifying my skills
- An ability to take ownership of how I present self, since I'm clearer on how my behavior authentically fits "who I am."



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SAMHSA defines Recovery as ~

A process of change through which individuals improve their health and wellness, live a self-directed life, and strive to reach their full potential



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Self-determination & Self-direction holds value for the Recovery Process

NAADAC presents
"Recovery is
Person-Driven"

~ as one of the
"recovery-oriented
guiding principles."

The principle of "Recovery
is Person-Driven"
identifies

(1) Self-determination

(2) Self-direction

as the foundations for
recovery as individuals
define their own life goals
and design their own life
path(s).



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A Healthy Identity isn't just based in the Present!

Erik Erikson⁽¹⁹⁶⁸⁾ believed that a healthy identity is developed by integrating one's past, present & future into a coherent narrative.



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Past-Present-Future Perspectives are Essential

These perspectives are shown when we consider how recovery and positive identity development compare?

Both are dynamic processes in which individuals get honest about maladaptive behaviors and learn, through healthy social support, to make commitments to enacting practices for positive life role behaviors.



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Creating a Personal Brand Statement

Constructing a personal brand, supports clients in the process of self-determination and ownership of their recovery program

- Why?

A personal brand offers a self-directed technique for articulating an authentic self-identity through integrating a client's view of self and the image they present to others



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A Brand statement

Is like a mantra for articulating “who I am” and is a technique for clients to practice identity management



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3 goals to include in your Brand statement

Identity
Image
Influence

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Brand strategist, Melissa Dawn Simkins, identifies self-discovery behaviors associated with the three main goals of a successful brand ~

Self-discovery of IDENTITY

Self-discovery of IMAGE

Self-discovery of INFLUENCE

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Self-Discovery of Identity



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Beginning strategies for creating a Brand statement

- (1) Create a list of personal characteristics,
- (2) Identify skills & abilities,
- (3) identify future goals.
- (4) Revisit and revise for clarity and authenticity.



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Note! The 1st suggested Strategy for improving Self-Awareness is relevant to “self-discovery of identity”

- Ask yourself about yourself
- How do I interpret & evaluate how I behave?
- How do I interpret & evaluate how I feel?
- Use of Self-Assessment tools [i.e.: Who Am I? writing response test; “Is your self-image positive or negative?” written assessment questionnaire]



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Self Discovery of Image



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Note! The 2nd suggested Strategy for improving Self-Awareness is relevant to “self-discovery of image”

- **Seek feedback & listen to others’ views about who you are**
 - **How do friends, family, sponsor, co-workers respond to me? What do they say about me?**
 - **Take care to value feedback from trusted others.**
 - Counting how many ‘likes’ I receive on Instagram can serve as a distraction from improving authentic self-awareness for healthy identity management



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Note! The 3rd suggested Strategy for improving Self-Awareness is relevant to “self-discovery of image”

- **Identify the various ways you may present yourself in your different life roles**
 - **How do I present myself as a mother? a father?**
 - **How do I present myself at my 12 step meetings?**
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Building Brand statements

I am learning to be kind, truthful & patient and can choose how I behave to others.

I have valid reasons to respect myself & to expect respect from others

I am learning to be optimistic about reaching my goals

I am learning to build relationships that are based on trust

I am working on daily practices for healthful living



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Self Discovery of Influence

Recovery-oriented practices involve an ongoing & dynamic process. The recognition of Influence offers opportunities for continuous cognitive & behavioral growth.

Counselor can guide clients in conversations that begin with “Who am I?” and “What image do I present to others?” to self-discovery of “How am I influencing or how could I influence others?”



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Self-discovery of Influence represents the integration of clients' self-awareness, enactment of life roles, and mindfulness of how their perceptions & behavior can have direct and indirect influence on others.

I have the potential to be a role model in my recovery community

I aspire to serve as a mentor

I can choose to contribute positivity in my relationships with others



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How do clients' personal brand development promote a healthy alliance in the counselor-client relationship?

The counselor is able to serve as a guide for the client in their self-assessment process, while the client is able to enhance their self-directedness, by articulating their views of self and personal perceptions of how they perform in various life roles.



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Counselors can offer a safe space for clients' sharing of self perceptions & their narratives about the images they present to others



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How does a Brand give meaning to the self-assessment process?

Construction of a brand allows a client to articulate who they are, gained from the self-assessment process, while examining the alignment with their performance of life roles, forecasting of future influence, and their developing self-identity



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Thus, Branding is a realistic Recovery-Oriented Practice

A healthy identity is developed by integrating one's past, present & future into a coherent narrative. ~ Erik Erikson (1968)



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Thank You!



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