

# Self Development Sustainability Model

Tareq Rasheed

International Training Center (ITC) of International Labour Organization (ILO),  
Turin, Italy

It has always been said that the best knowledge needed is about self, and several people do not know themselves as should be. The importance of knowing self is an essential component for continuous and sustainable development of skills, and attitudes. The knowledge, skill, attitude, and habit (KSAH) model of self development is introduced to focus the light on the important components needed to enhance self awareness, and build a corner stone towards continuity of development to help increase self satisfaction, achievement and success. Starting with knowledge which constitutes the theoretical part and the foundation for the successive building blocks, followed by skills which form the practical part needed to transfer knowledge into practice. But, why knowledge and skills needed? They should be reflected in our attitudes and applications to transfer gradually into habits which maintain and sustain performance and achievement. Skills are classified into technical, interpersonal, and transferrable. Technical are those related to a specific field of study, while interpersonal are needed to all types of fields and industries, they from the highest part of achievement in life, and transferrable related to languages. In the digitalized world, technology is the main tool of social, personal and organizational development which should be understood, gained, and then used. Talents are built in formulas in all born babies, and the highest achievement and happiness if identified and used, and it is the most important part of the KSAH model. By applying the model, the highest achievement and the best progress in life will be the result.

*Keywords:* KSAH model, skills, talents, values, attitudes, APA communication model

## Introduction

The best knowledge ever is the knowledge of self, and the worst unawareness is about self; and too often when people are asked if they know themselves or not, the question fell as a shock as if they have never thought of it. Most people do not really know themselves as must be.

We are born twice, the first is the birth of our body to get an identity (ID) showing our name, place and date of birth, and nationality, but the second birth is the most important and valuable: the birth of our mind, spirit, and heart (self awareness).

Knowing the self means that you know exactly your skills, talents, goals, objectives, communication style, leadership style, and your fears, and desires. Then once these are well defined by knowing, sustainability model should be applied to manage and develop yourself.

The knowledge, skill, attitude, and habit (KSAH) model is the model used for self sustainability management; the model starts with the K (knowledge), then S (skill), A (attitude), and finally H (habit), then

continuous working on this model through a cycle will allow people to know self better, to develop, and achieve.

Figure 1 illustrates the KSAH model of sustainability of self development.

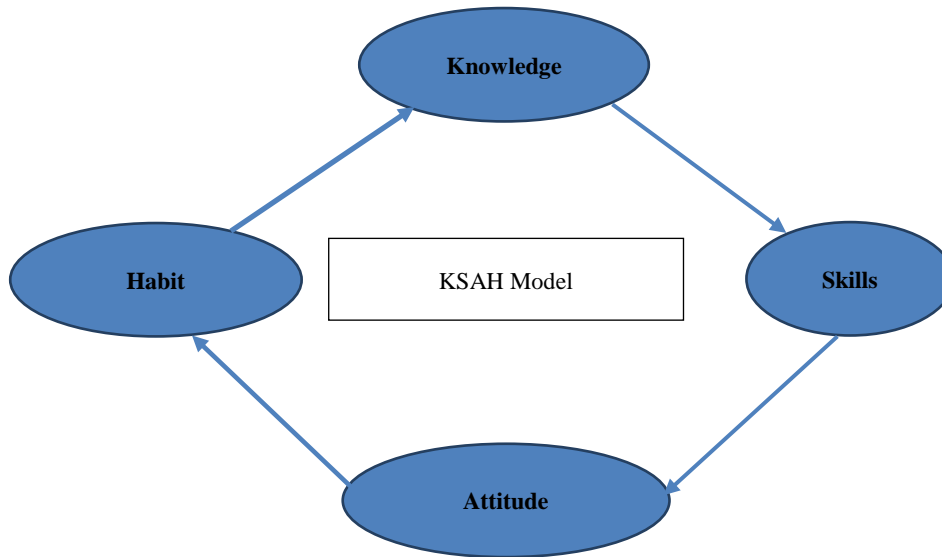


Figure 1. KSAH model of self development.

### Knowledge

The process of getting knowledge starts with gathering related data about a subject matter; then by processing the data through analysis, interpretation, relating, we get information; with the summation of information about a certain subject matter with practical application and use, we get knowledge; accumulation of knowledge with the experience gained will let people reach the destination of wisdom.

Knowing self is the most important knowledge needed, because once this is set, all other knowledge will be used efficiently and effectively to achieve goals in life. So what knowledge should be known about self? The most important skills, talents, values, fears, desires, communication style, leadership style, these to help define our dream in life which will let our journey in life exciting, fruitful, and full of achievement whatever and however tough it might be.

### Skills

After being taught and gaining knowledge, training to transfer into skills is required to bridge the gap between theoretical part of knowledge and practical aspects. There are three main classifications of skills:

1. Technical skills: related to a field of study; skills of engineers totally differ from those of doctors, or accountants, or IT specialists. Being able to determine self technical skills will help to manage work related issues, then by working on the KSAH model of Self Development Sustainability Model will help to enhance professionalism in the skill.

2. Interpersonal skills (life or soft skills): These are almost learnt from the school of life, by interacting with the environment, starting from family, expanding to school, university, work, and society. The most important one though is communication skills, which will help people to interact, achieve, and develop, but also there are

several skills in this category: problem solving, decision making, planning, organizing , team building, to name but few. Being able to define the different skills in this category will sure help to develop self and achieve.

3. Skills related to languages and information technology in the world of globalization and openness are highly needed skills. Proficiency in mastering these skills will help enter and communicate in this large globe we live in. In the future of jobs report 2018 by the World Economic Forum focus the light on digitalization, and smart transformation of products and services. The future jobs will be related to robotics engineering, artificial intelligence (AI), big data, virtual reality (VR), augmented reality (AR), Internet of things, energy, and environment, which represent another important revolution in the future of the jobs.

Being able to determine these types of skills and using the KSAH model of self sustainability will be the guiding model for achievement in the journey of life which is too short to waste, ignoring and not knowing the self.

### **Attitudes and Values**

Attitude is the reflection of the knowledge and skills gained in daily actions and applications, and attitudes are always governed by values. Values are principles that we believe in and reflected in our attitudes, decisions, and choices in life.

Two important set of values are always governing:

I. Operational values: that would affect practical achievements including creativity, quality, continuous improvement.

II. Behavioral values: more directed towards our attitudes and vary to a very wider perspective than the first type: honesty, transparency, fairness, respect, cooperation, credibility, to name but few.

These two types' values have a reference that is derived from:

1. Parents: the reference all children get their values from and reflected in our attitudes. Parents are the role models of values for children whom represent the first reference for values in our lives. Is there any baby that does not trust his/her mother?

2. Schools: The second most important reference for values is teachers, especially those in the elementary schools; teachers play the second role model for values. So, the educational system should be built and based on several clear values.

3. Professions: Different jobs sectors have different values. The importance of the values depends on the relevant field of industry we work in. Values for lawyers (secrecy) are totally different from those in the medical sector (care).

4. Companies and corporates: Different organizations have different values although they could be of the same profession and sector.

5. Society: Values of a certain society differ from another society, and we should be aware of our societal values to help live safe and happy.

6. Culture: It has always been set that culture is the set of values that govern the attitudes of the people of the related culture. Western culture could be different from eastern culture, and sometimes we have cultural gaps in values.

7. Humanity: The largest reference of values for all nations, cultures, and societies are the humanitarian values. The most two important being fairness, and freedom to choose.

So the references vary in scale and the range of diversity is very wide.

Once these values are being taught and practiced and gained using the KASH model, they will be reflected and developed through continuous application of the model to become habitual.

### **Talents**

Talents are born with us, they are inner softwares built in as we get to life.

KSAH model here is applied in the reverse direction; it is already a habit, and we start applying to discover and learn the skills and knowledge within it. Several schools now apply in teaching the different strategies to help teachers discover and identify the talents in their students (best models could be found in Finland and Singapore); by applying the concepts of differentiation in education, teachers can vary their methods, tools, and strategies of teaching to help decide and discover the hidden talent of students.

Howard Gardener, an American development psychologist in 1983 described nine types of intelligences, and each born baby has on the average two of these nine types which will help define the talents.

The best period of our lives to discover talents is from the age of three up to eight so as to help apply the KSAH model of self management and sustainability.

These are naturalist, musical, logical/mathematical, existential, interpersonal, bodily/kinesthetic, linguistic, intrapersonal, and spatial.

### **Communication Style**

We are born in a world of relations; family relations, friend relations, romance relations, organizational and societal relations. The most important skill all need in this world of relations is communication (Norman, 2003).

There are different styles of communication, and most people have a governing style representing a pattern style for the person.

These styles are referred to as APA model. These are:

1. Assertiveness (A): The best pattern to illustrate and use in communication is this type; this applies the principle of win/win relation in communication, to be assertive, we have to apply the KSAH model that will govern our behaviour and attitude to become habitual (Norman, 2003).

2. Passiveness (P): the pattern of being cute and very polite with others, but most times can not say NO although people in this style wish they could say it. To move into assertiveness, start learning how to say No when the situation is really NO. The governing pattern here is lose/win where the person feels a loser while others are winners in the situation he/she is in interaction with.

3. Aggressiveness (A): this style of communication being rude and very tough with others, and this style will prevent others to interact with such type of communication pattern. The governing pattern here is win/lose where those apply this pattern insist of winning and letting others suffer from the interaction.

Table 1 summarizes the different communication styles (McCrae & Costa Jr., 2008).

Table 1

#### *Communication Styles APA*

Style	Description
Assertiveness	Self confident, defend himself/herself, think win/win, supportive to self and others, others respect
Passiveness	Cooperative, nice, yes-person, on the long run lose/win, others like, can not say refuse or support himself/herself
Aggressiveness	Very difficult to deal and cooperate with, think win/lose, tough to with others, care for self most of the times, others do not like to deal with

To achieve objectives in life, assertive persons have always excellent chance to do so. Learning to be assertive and sustain this, the KSAH model will be the tool to help.

### **Conclusions and Recommendations**

Applying the Sustainability Self Development Model KSAH will help people to live positive, full of achievement, and supportive life to self and others.

Self awareness is the main objective of using this model, and through this, people will know their strengths, weaknesses, desire, fears, like and dislikes, values that govern their decisions and attitudes which will help to respect self and enhance dignity and self esteem.

It is highly recommended to use this model which will be a helpful tool for development of self in a world of rapid, accelerated change and full of challenges: globalization, knowledge development, digitalization, and threats of different crises all over the world.

### **References**

- Norman, V. P. (2003). *The Power of Positive Thinking*. New York: Simon and Schuster.
- McCrae, R. R., & Costa Jr., P. T. (2008). *The SAGE Handbook of Personality Theory and Assessment: Volume 1—Personality Theories and Models* (pp. 273-294). London: SAGE Publications Ltd.