The Johari Window of Coaching

A window of feedback and sharing

	Known by Self	Unknown by Self
Known by Others	**Open/Visible Spot** **(known by self and others)** What is openly shared, such as skills, behaviors, and attitudes that are visible to everyone. ***Coaching Focus:*** Strengthen authentic leadership, self-expression, and trust by aligning strengths with purpose and fostering impact through transparency and connection.	**Blind Spot** **(known by others but not to self)** Traits or behaviors others see but the individual is unaware of. ***Coaching Focus:*** Use feedback to uncover blind spots, promoting self-awareness and growth. Guide leaders from reactive tendencies to courageous, inclusive, purpose-driven leadership.
Unknown by Others	**Hidden Area** **(known by self but not by others)** Private thoughts, emotions, or intentions that an individual chooses not to share. ***Coaching Focus:*** Help leaders reveal hidden strengths, aspirations, and values. Encourage vulnerability to deepen relationships, increase influence, and enhance presence.	**Unknown Area** **(unknown by self and others)** Untapped potential, hidden strengths, or unconscious biases that have yet to surface. ***Coaching Focus:*** Challenge leaders to expand their potential by questioning assumptions, experimenting with new behaviors, and developing systemic thinking and innovation.

Feedback

Disclose

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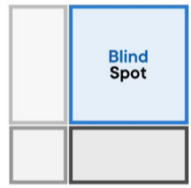
Open/ Trustworthy Personality

Protective/ Reserved Personality

Unaware/ Avoidant Personality



Well of Potential Personality