



THE  
BLIND SPOT  
ZONE

With Kevin McCarthy





# Not Paying Attention

- We're not paying attention to our blindspots.

# Psychological blind spots

- What are blindspots and why do we have them?

ANGER HATE DIVORCE FAITH ADVERTISING ROLE MODELS LOVE DISCOURAGEMENT EXPECTATIONS SECURITY ABUSE IDEOLOGY RELIGION ENCOURAGEMENT UPBRINGING PERSONAL TRAUMA

**MEDIA**

SIBLINGS ECONOMIC SOCIAL RELIGION EXPERIENCES FRIENDS PARENTING MENTORSHIP FORGIVENESS

EDUCATION MEDIA CONFIDENCE

# Implicit Association Test

- The importance of understanding implicit associations

# Blindspots Manifest in

- How to identify blindspots



# AAA Protection

- How to mitigate their effects

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TOP  
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