BlindSpot Zone™ Keynotes – CPE Outline

BlindSpot Zone programs combine concepts from across a wide spectrum of disciplines such as Unconscious Bias, Cognitive Behavioral Psychology (CBT), Emotional Intelligence, DISC Personality & Behavioral sciences, Positive Psychology, and Philosophy. The content is synthesized to distance it from academia and deliver it in lay terms in a fun, engaging style. The majority of the participants will easily relate to the material.

Each presentation will be tailored for the desired focus and outcomes such as Leadership, Management, Teamwork, Safety, Diversity & Inclusion, Behavioral Ethics. Some programs are tailored to focus on mission specific outcomes such as sales, client acquisition & retention, entrepreneurship and more. Other programs are tailored to reinforce a conference theme.

The core CPE competencies of all Blind Spots programs fall under Behavioral Ethics. Depending on the length of the program, other CPE categories include: Ethics and Professional Conduct; Ethical Practice in Business; Personal Ethics; Ethical Decision-Making; and, Corporate Ethics under the Behavioral Ethics section of NASBA subject matters, and Public Interest and Responsibilities; and, SEC Oversight under the Regulatory Ethics section. For additional information, see "Regarding CPE credit hours" at KevinMcCarthy.com.

Some of the concepts discussed depending on the length of the program are (not necessarily in order):

1. Opening story
2. Blind spots explained
3. High performance formula for making better, more ethical decisions
4. #1 Challenge your perceptions
5. Psychological blind spots
6. Perceptions
7. Implicit associations
8. Stereotypes
9. #2 Change mindsets
10. Self-awareness
11. Seeing ourselves clearly
12. Worldview framework
13. Memory challenges
14. What makes people tick?
15. Five core dimensions of the whole person
16. Personality & behavior
17. Motivators
18. Emotional intelligence
19. Critical thinking styles
20. Learning styles
21. #3 Manage Actions
22. STP-CAP
23. Tyranny of the Urgent
24. Closing story