Magical Pill

- Optimize Productivity
- Improve Decision-making Process
- Improve Listening
- Decrease Stress
- Increase Creativity/Innovation
- Increase Sleep Quality
- Reduce Pain
- Add $3000 value/employee/year
It’s not your world.
You’re just living in it.
Human History

700 page book

200 yrs/page

PAGE HIGHLIGHTS

• 1-650 Hunter/Gatherer
• 650 Ag Rev
• 698 Enlightenment
• 699 USA

#1 Fear in America?
What’s your BS?

400 billion bits of information a second. Aware of 2,000.
We all have blind spots.
(subconscious protection mechanisms)

1) What we know that just isn’t so

2) What we don’t know that we don’t know

3) What we choose not to know because we don’t want to go.

BS 1:
What we know that just isn’t so...

Hi my name is Rebecca...

We see things that fit our “truths” and are blind to any evidence that counters it.

and I’m biased (just like you).
You never feel a tailwind...
But sometimes that wind comes back in our face!

Emily and Greg vs. Lakisha and Jamal = 30-50% more callbacks

0 to 70 Percent Response Rate when Emily is switched to Greg.

Women are 30% less likely to hire other attractive women.
If you don’t look, you’ll never know...

- Frans de Waal

But once you know, you must reject what was initially acceptable.

**BREAKing through Blind Spots**

1) Breathe


**BREAK**ing through Blind Spots

1) Breathe

2) Reconcile/Re-draw your lines
   What/Who do you stand for?  What/Who do you stand Against?

3) Expand
Start getting comfortable with discomfort.

BS 2:
What we don’t know that we don’t know…

OoooH! Feel that tingle!
Our beliefs dictate our actions in life.
“A woman should never hurt a man’s pride”

“You don’t have to believe in a concept, to act from within it.”
“Do you wear bras to work?”
“Do you feel you are sexually desirable?”

Sexual Over-perception Vs. Tonic Immobility

HOW YOU DOING?
Powerful women are...

“Real men don’t cry”
When we lock-on to a particular truth, we lock-out anything that contradicts it. We create a blind spot. Inattention Bias!

Be the non-expert.

FINISHED FILES ARE THE RESULT OF YEARS OF SCIENTIFIC STUDY COMBINED WITH THE EXPERIENCE OF MANY YEARS OF EXPERTS
BREAKing through Blind Spots

1) Breathe
2) Reconcile
3) Expand
4) Ask/Listen

BS 3:
What we choose not to know because we don’t want to go.
“It’s much like flooring the gas pedal with your car in park. If you do it for a prolonged period, something in your engine will break.”

-Adam Perlman, M. D., Chief Medical Officer
**STRESS...**

1. Depresses immune system (6)
2. Halts the production of new brain cells (2)
3. Depletes serotonin and dopamine (3)
4. Negatively impacts every cognitive function (4)
5. Allows more toxins into brain (5)
6. Generates free radicals (1)

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World Health Organization
“Global Epidemic.”

American Psychological Association
“linked to the six leading causes of death...”

This is your brain.
Creative
Innovative
Focused
Productive
Thinking outside the box
Nimble
Dexterous
Appropriate response to change

This is your brain on stress.
Fatigue
Low morale
Anxiety
Irritability or short temper
Alcohol or drug use
Frequent headaches
Ethical violations
Difficulty concentrating

Any questions?
Who do you want working for you?
BREAKing through Blind Spots

1) Breathe
2) Reconcile
3) Expand
4) Ask
5) Know

INSTINCTIVE COGNITION
Whose stories are these?
What new story do I want to write?

"The secret of change is to focus all of your energy, not on fighting the old, but on building the new.”
- Dan Millman, Way of the Peaceful Warrior.

Lower weight, blood pressure, body fat, waist-to-hip ratio, & body mass index

“We do not rise to the level of our expectations, we fall to the level of our training.”
- Archilochus
Adapt.  Become Fear(less)
Thank you!

rebecca@rebeccaheiss.com
www.rebeccaheiss.com
@drrebeccaheiss
www.facebook.com/drrebeccaheiss/

Your opinion matters! Please take a moment now to evaluate this session. Thank You!