

**When and how did
THAT become**

the norm?

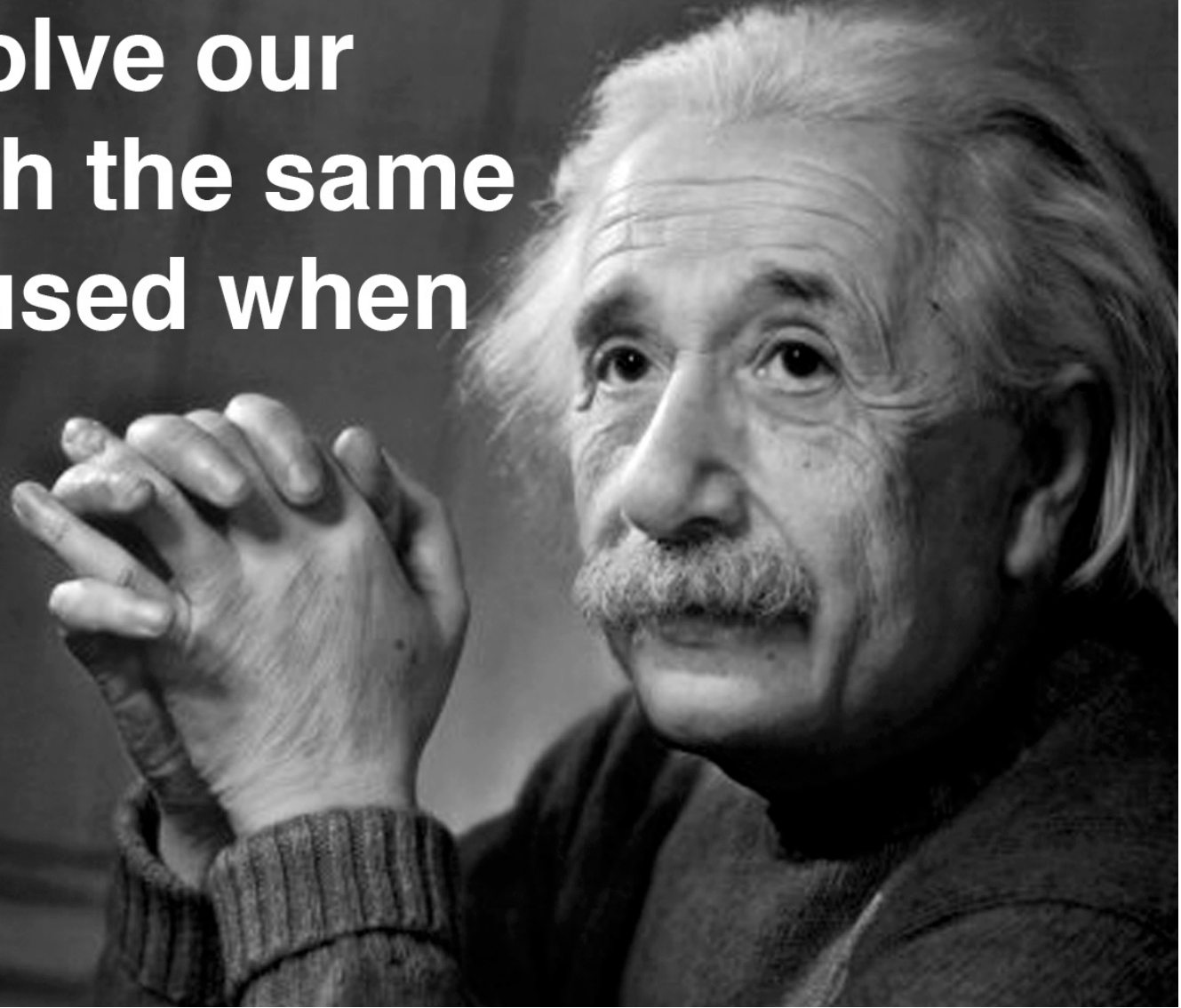
The Brain Science of Communication and Engagement

Eric M. Bailey | @eric_m_bailey

**We cannot solve our
problems with the same
thinking we used when
we created
them.**

- Albert Einstein

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**Information Our Brains
Process.**

**11,201,000 bits
Per second**

**Maximum Information Our Brains
Can CONCIIOUSLY Process.**

11,201,050 bits

Per second

**Our Processing is
Almost 100%
(99.99995%)
Unconscious**

**To Expedite Cognition,
Our Brains Take
Shortcuts and Jump to
Conclusions**

HEURISTICS

**an experience-based strategy for solving a problems
or making decisions that often provides an efficient
means of finding an answer but cannot guarantee a
correct outcome.**

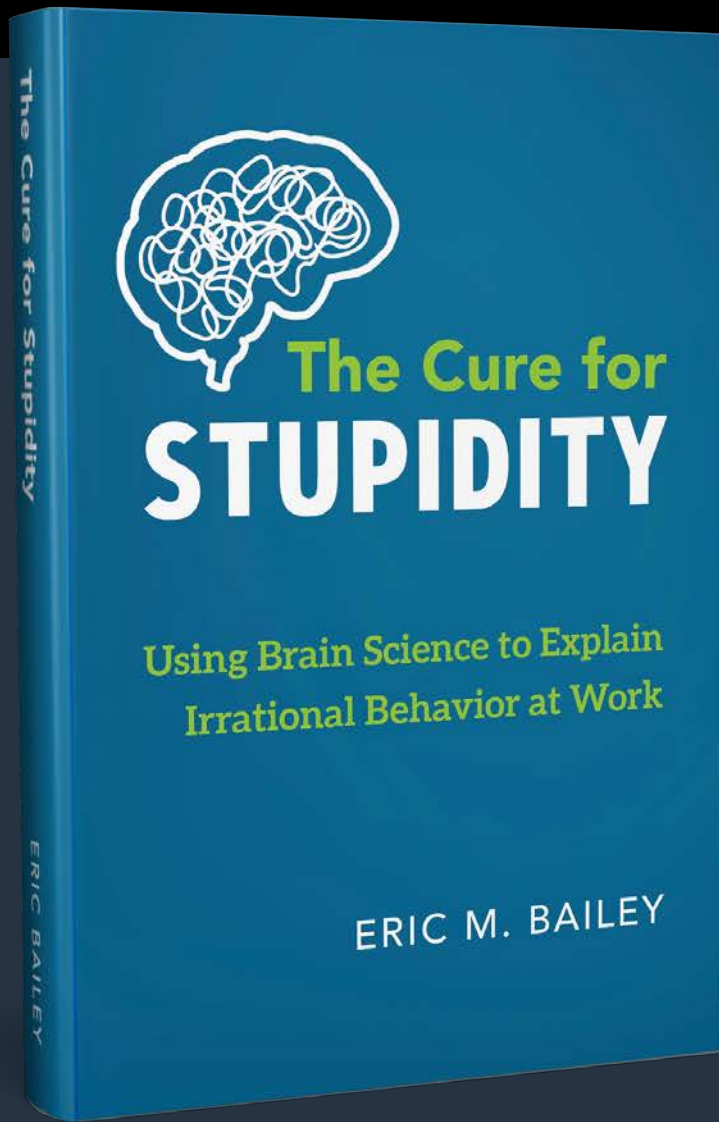
Principles of Human Understanding™

1. The Illusion of Certainty
2. Perception vs. Reality
3. The Fight to Be Right
4. The Power of Distinction
5. Power of Context
6. Transformation of Empathy
7. The Truth About Bias
8. Fundamental Attribution Error
9. The Nature of Joy from Pain
10. The Fluency of Tribal Boundaries
11. The Validation of Truth
12. The Truth about Judgment
13. Just OODA It!
14. Destruction from Distraction
15. Mutual Purpose Solves Debate
16. The Myth of Multitasking
17. Stereotype Expectations
18. The Pull of Patterns
19. The Trap of Binary
20. Cause and Effect Illusion
21. The Blindspot List
22. The Power of Awareness

Principles of Human Understanding™

The Brain Science and Psychology Behind Communication, Collaboration, Leadership, and Relationships.

1. The Illusion of Certainty
2. Perceptions vs. Reality
3. The Art of Being Present
4. The Power of Distinction
5. Power of Context
6. The Truth About Impulsivity
7. The Truth About Bias
8. Fundamental Attribution Error
9. The Nature of Joy from Pain
10. The Fluency of Tribal Boundaries
11. The OODA Loop
12. The Truth about Judgment
13. Just OODA It!
14. Less Risk from Distraction
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TheCureForStupidity.com

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Our Brains Like to Project Certainty (even when there is none)

@eric_m_bailey

WARNING!!!

**Even Though You Know About It,
The Illusion Of Certainty
Will Come Back To Bite You.**

Newly
Presented
Information

Illusion of
Certainty



“Oh Crap” Gap

MAYBE THAT'S

the illusion of certainty

- I know what to expect
- I know what I'm going to get out of this
- I've been to so many of these sessions
- I know what you're going to say
- I know your type

**The only things in life
that we can learn are
things that we don't
yet know.**

@eric_m_bailey



Eric M. Bailey

Eric M. Bailey (he/him) 

President, BSIG Consulting; #1 Bestselling Author; Diversity Leader of the Year; Award-Winning Virtual Keynote Speaker; Facilitator; HCC, Luke AFB; 40 Under 40; YMCA Board Member

Greater Phoenix Area



Bailey Strategic Innovation Group



Saint Louis University

Srsly, Who Is This Guy?

**One of the Fastest-Growing
Human Communication
Consulting Firms in the
United States**



63RD FIGHTER SQUADRON

ERIC M. BAILEY – HONORARY SQUADRON COMMANDER



Mission:

**We Serve Those
Who Serve**

[#thecureforstupidity](#)

ARIZONA HEALTHCARE

Marketing
Manager

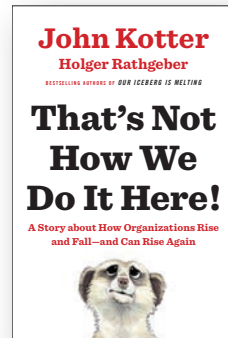
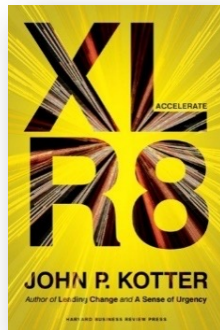
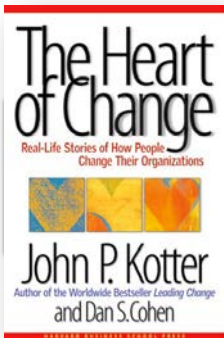
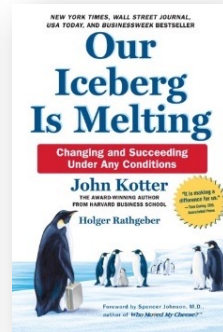
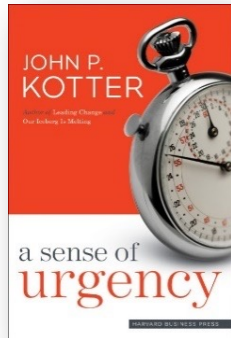
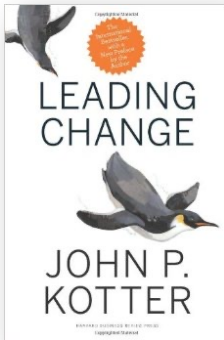
Director of
Organizational
Development





**HARVARD
BUSINESS SCHOOL**

Kotter
INTERNATIONAL



Dr. John Kotter

**Why Are We
Here Today?**

BSIG POLL

What is the worst part of your job?

#1 Answer

Dealing With People

BSIG Poll

**What is the best part of
your job?**

#1 Answer

The People I Work With



**THOSE
PEOPLE**

BSIG Poll

What Is It About “THOSE” People That Bother You The Most?

#1 Answer

It is difficult to communicate and connect with them

Vision:

**We Will Change the
Way the World
Communicates**

#thecureforstupidity

**We've
Normalized
Division**

Connecting With
People Is **NOT** As
Hard As We
PRETEND It Is

@Eric_M_Bailey

Toxic

Optimism

Remember The Beginning of The Pandemic

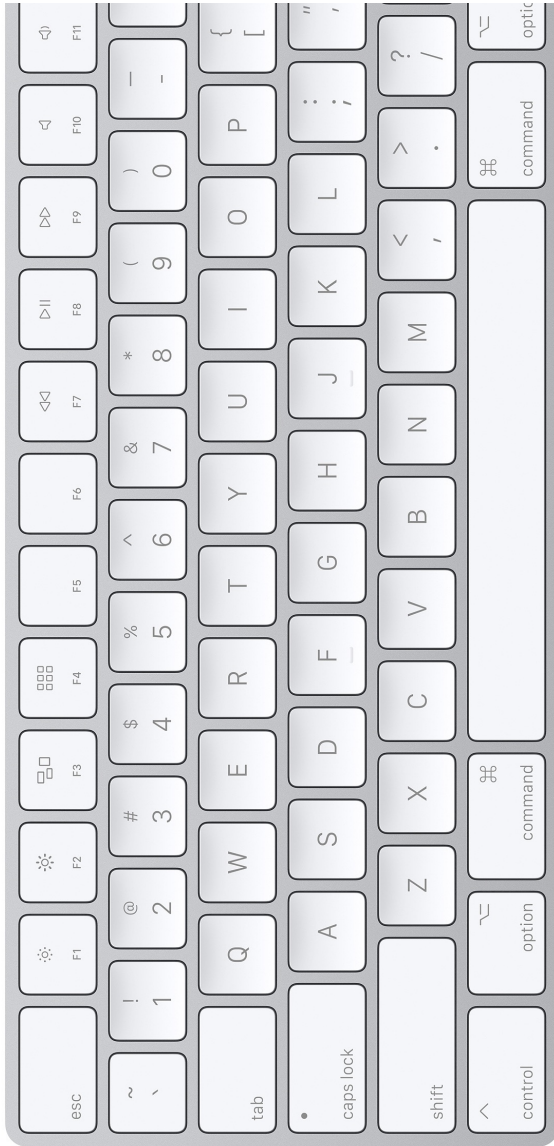
**“THINGS WILL
GET BACK TO
NORMAL SOON”**

**“BACK TO
NORMAL”**

**“GET TO THE
NEW NORMAL”**

**NOW IS
THE NEW NORMAL**

**THIS IS
THE NOW
NORMAL**



[POLLEV.COM/bethegood](https://pollev.com/bethegood)

- or -

Text “bethegood” TO 22333

**What are the strongest
cultural norms in your
organization?**

**HOW DO NORMS
SPREAD?**

Social Conformity

Real World

**What cultural norms
from 50 years ago that
seem absolutely
ridiculous today?**



Real World

What are the cultural norms in your organization that are in the greatest need for change?

(when they look back, they'll say – “what were they thinking?”)

Principles of Human Understanding™

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PERCEPTION 
REALITY

PERCEPTION



REALITY

A way of understanding
or interpreting something.

The state of things as they actually exist,
RATHER THAN AS THEY MAY BE PERCEIVED
or might be imagined.

PERCEPTION



REALITY

A way of understanding
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The state of things as they actually exist,
RATHER THAN AS THEY MAY BE PERCEIVED
or might be imagined.

PERCEPTION



REALITY

A way of understanding
or interpreting something.

(THE WAY I BELIEVE IT TO BE / "TRUTH" / WORLD VIEW)

**HOW COULD YOU
POSSIBLY?!**

HOW COULD YOU
POSSIBLY?!

I DON'T KNOW
I DON'T UNDERSTAND

Subtext:

**YOU'RE
AN
IDIOT.**

**PERCEPTION
GUIDES ALL OF
OUR BEHAVIOR**

**PERCEPTION ≠
REALITY**

PERCEPTION 
REALITY

**Your Perception
is NOT Their
Perception**

@eric_m_bailey

What you say/do
(Reality)

Matters Less Than

What They Hear/Feel
(Perception)

Lesson

**To Better Engage
With The People
Around Us We Need
To Practice**

Radical CURIOSITY

Trying to understand the human across from
you **before** expecting them to understand you

**I DON'T
KNOW**

**I DON'T
UNDERSTAND**

BUT I

WANT TO

Principles of Human Understanding™

18.The Pull of Patterns

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You're Going to See

Illusion of Certainty

THOSE People

Cultural Norms

Perception > Reality

Reality of Change

Opportunities to Connect our
humanity

**There is more left for
me to learn**

@eric_m_bailey

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#TheCureForStupidity

KEEP LEARNING!

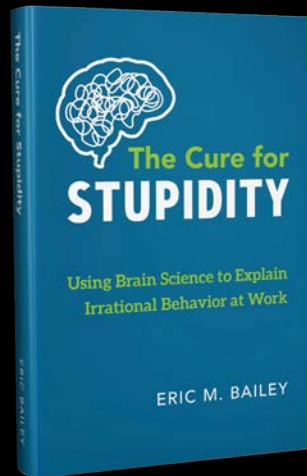
Personally signed copy of

The CURE for *stupidity*

With All 22 Principles

1 for \$25

2 for \$40



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NOW GO AND
BELIEVE THAT
THERE IS
GOODNESS
IN THE PEOPLE
WORLD OF THE

Eric M. Bailey | @EricMBailey | www.EricMBailey.com

