

Willful Blindness: Why We Fail to See What We Need to See

Michael Hood, Director, 21st Century Learning & Consulting.

2021-09-21

- Even though each of us may hear the same directions or see the same picture, our brains will process and filter the information differently. These differences can cause us to misinterpret direction leading to unethical behavior and actions
- Have you ever said something that you regretted? Every one of us has, but did you notice how quickly your brain was able to rationalize what you said? Rationalization occurs swiftly and frequently allowing you to justify things you ordinarily wouldn't
- Whenever you see a problem, you try to frame it in order to diagnose what to do. What happens when you frame the problem incorrectly? By creating different frames, you can increase ethicality by considering decision alternatives with different frames

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