

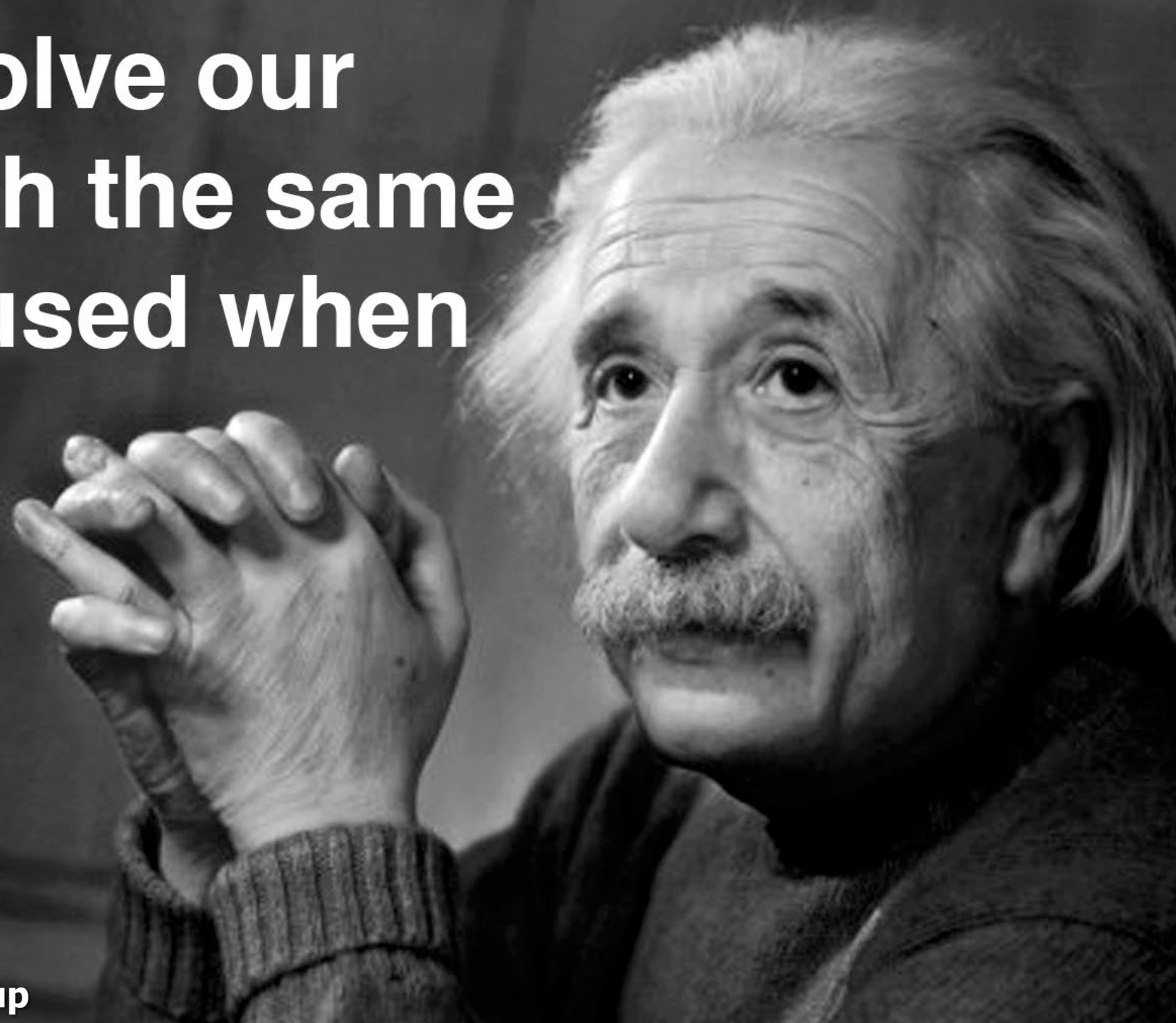
THE CURE FOR stupidity

Using Brain Science To Explain Irrational Behavior

Eric M. Bailey | @eric_m_bailey

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

- Albert Einstein



READ THE PHRASE

Fear of being a failure is one of the most effective forms of freezing innovation. Another, is fear of being successful.



THERE ARE
TWS



Where are they?

Fear of being a failure is one of the most effective forms of freezing innovation. Another is fear of being successful.

A diagram consisting of several orange and white arrows pointing to the letter 'f' in the text. The arrows point to the 'f' in 'Fear', 'failure', 'forms', 'freezing', 'fear', and 'successful'.

What's Going On?

11,201,000

11,201,000
bit **s**

**A bit
is the basic form for
computer
information
“Binary Digit”**

**A bit
is the basic form for
computer
information
“Bit”**

1 / 0

**01010000011100100
11001010111001101
10001101101111011
1010001110100**

Eyes 10,000,000

bits every second

Eyes 10,000,000

Skin 1,000,000

bits every second

Eyes 10,000,000

Skin 1,000,000

Ears 100,000

bits every second

Eyes 10,000,000

Skin 1,000,000

Ears 100,000

Nose 100,000

bits every second

Eyes 10,000,000

Skin 1,000,000

Ears 100,000

Nose 100,000

Tongue 1,000

bits every second

Information Our Brains
11,201,000
Process.
bits
Per second

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

Per second

Maximum Information Our Brains
Can CONSCIOUSLY Process
11,201,050
bits
Per second

**Our Processing is
Almost 100%
(99.999995%)
Unconscious**

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

**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.**

**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.**

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guarantee a correct outcome.**



Fear of failure is one of the most effective forms of failure in innovation. The fear of being successful is the most effective form of failure in innovation.

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 Fear to Be Different
4. The Power of Distinction
5. Power of Context
6. The Formation of Emotion
7. The Truth About Bias
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9. The Nature of Joy from Pain
10. The Fluency of Tribal Boundaries
11. The Power of the Mind
12. The Truth about Judgment
13. Just GODA It!
14. The Struggle from Distraction
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17. Stereotype Expectations
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20. Cause and Effect Illusion
21. The Blindspot List
22. The Power of Awareness

The Cure for Stupidity



The Cure for **STUPIDITY**

Using Brain Science to Explain
Irrational Behavior at Work

ERIC M. BAILEY

ERIC BAILEY

TheCureForStupidity.com

Principles of Human Understanding™

1. The Illusion of Certainty

2. Perceptions vs. Reality

3. The Fight to Be Right

4. The Power of Distinction

5. Power of Context

6. Transformation of Empathy

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.**

What is the first US
company worth over
\$1,000,000,000,000
(\$1 Trillion Market Capitalization)



**Amazon | Apple | Exxon |
GE Google | Microsoft |
Walmart**



Amazon | Apple | Exxon |
GE Google | Microsoft |
Walmart

The First US Company Worth
over 1 Trillion Dollars is
Apple Inc.

If I show you the
Apple logo, would you
recognize it?



Logo Confidence

NO

|

YES

WHICH OF THESE IS THE APPLE LOGO?



1



2



3



4



5



6



7



8



9



10



Logo Confidence

YES !!!



Logo Confidence

YES ??

Illusion of Certainty



Newly
Presented
Informatio

Illusion of
Certainty



“Oh Crap”

Gap

If I show you the
Apple logo, would you
recognize it?



Logo Confidence

YES !!!

WHICH OF THESE IS THE APPLE LOGO?



1



2



3



4



5



6



7



8



9



10



Logo Confidence

YES ??

WHICH OF THESE IS THE APPLE LOGO?



1



2



3



4



5



6



7



8



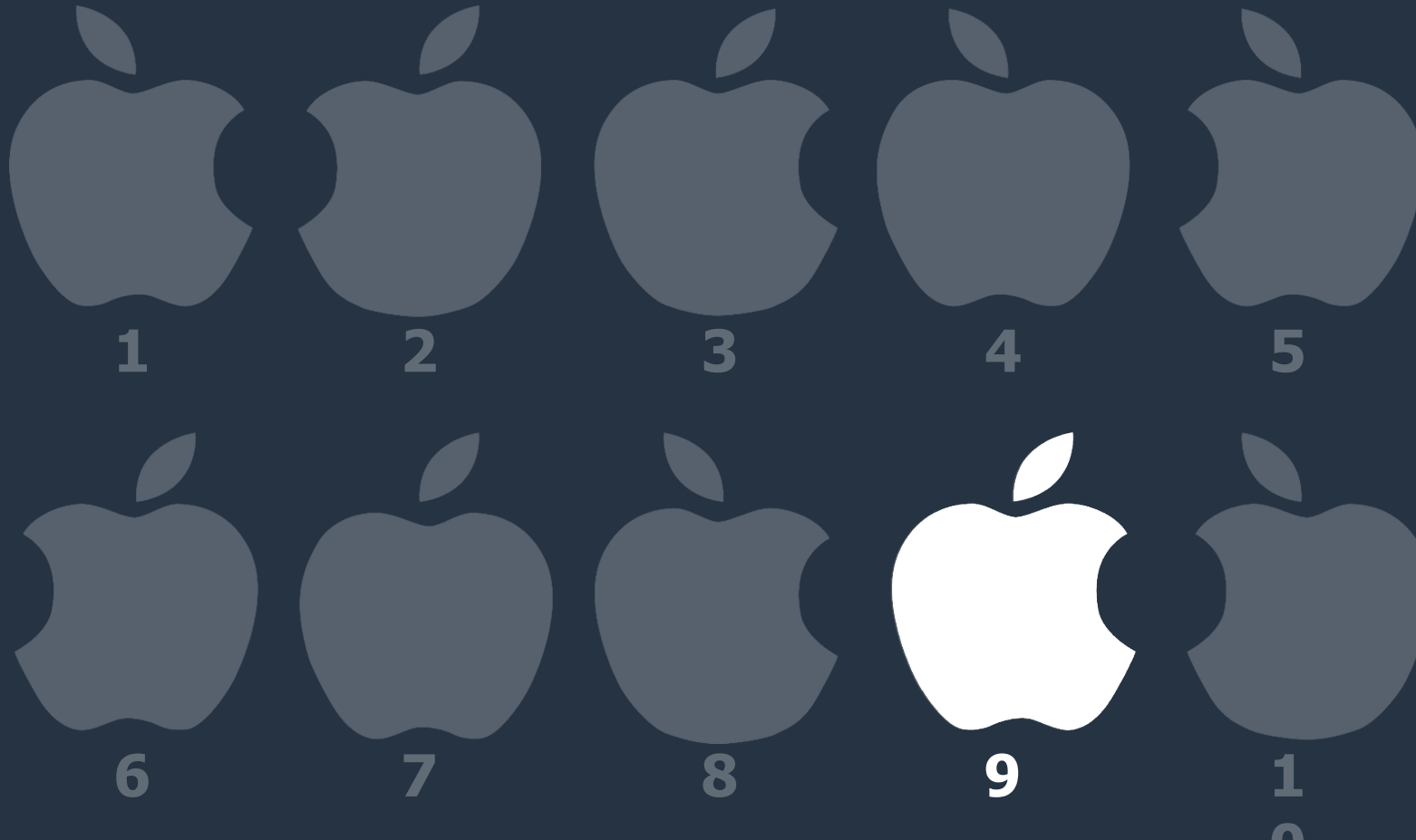
9



10

1 2 3 4 5 6 7 8 9 10

WHICH OF THESE IS THE APPLE LOGO?



1 2 3 4 5 6 7 8 9 10

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

Illusion of certainty has us say,

I Know,

I Know,

I Know



**MAYBE YOU
DON'T**

**I Am Not
Always
Right**

**I Am Not
Always
Right**

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

@eric_m_bailey

A group of people, mostly women, are in a gym setting, wearing blue tracksuits and performing a warm-up exercise. They are in a low, wide stance, possibly a squat or lunge, with their arms extended forward. The background is slightly blurred, showing gym equipment and other people. The text is overlaid in large, white, bold letters.

**Now That Your
Brains are Warmed
Up... Let's Warm Up
Your Bodies!**







YAY, I Failed!

**What Would The World Look
Like If Instead Of
Pretending Like We Knew
Everything,**

**We Celebrated That We Had
Something To Learn?**

“I Don’t Know”

“I’m Sorry”

**The Most Effective
People Are Constantly
Seeking Out That
Which They Do Not
Know.**

@eric_m_baile

**Now,
Who Is This
Guy?**



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 Innova
Group**



Saint Louis University

**Srsly, Who Is This
Guy?**

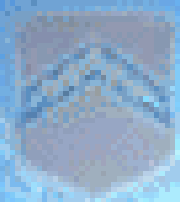
**One of the Fastest-
Growing Human
Communication
Consulting Firms in the
United States**

63RD FIGHTER SQUADRON

ERIC M. BAILEY – HONORARY SQUADRON COMMANDER







Balley
Strategic
Innovation
Group

Mission:

**We Serve Those
Who Serve**

#thecureforstupid

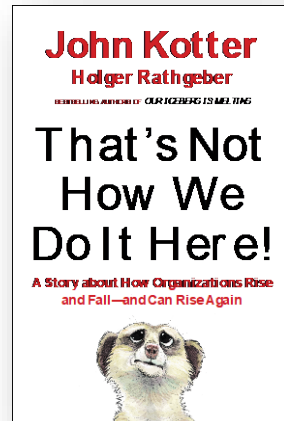
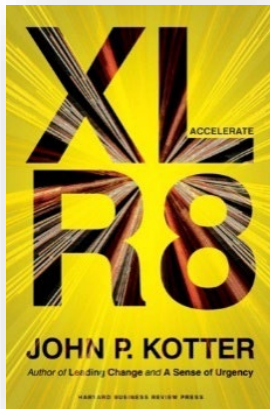
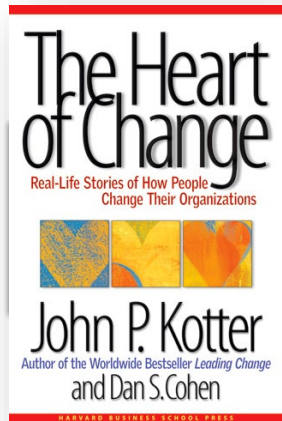
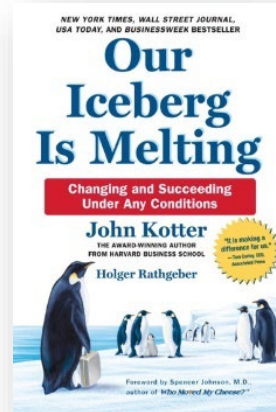
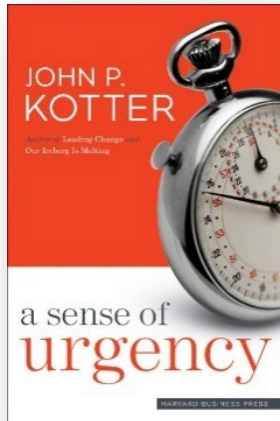
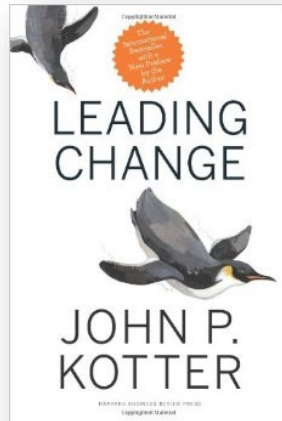
Who Is This Guy?

Kotter International
Change Management
Consultant



**HARVARD
BUSINESS SCHOOL**

Kotter
INTERNATIONAL



Dr. John Kotter

“Consultants are the enemy.”



Dr. John Kotter

“Consultants are the enemy. They come in and tell you what you already know, and charge an arm and a leg.



Dr. John Kotter

“I want my firm to be
the anti-consulting,
consulting firm.



Dr. John Kotter

“I want my firm to be the anti-consulting, consulting firm. I don’t pretend to be an expert in their business.”



Dr. John Kotter

“I want my firm to be the anti-consulting, consulting firm. I don’t pretend to be an expert in their business. I’m an expert in my method. If we can marry THEIR expertise with mine, we can get powerful results.”



Dr. John Kotter

**Why Are We
Here Today?**

**What is the worst part
about your job?**

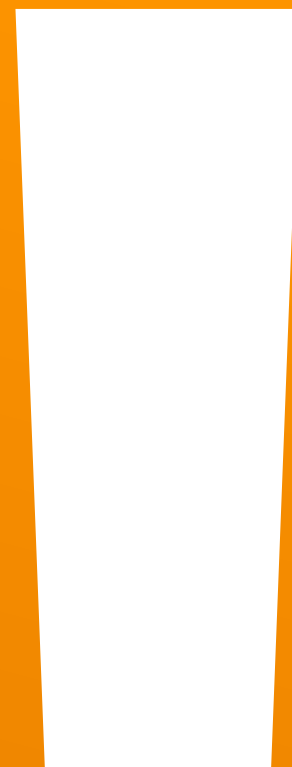
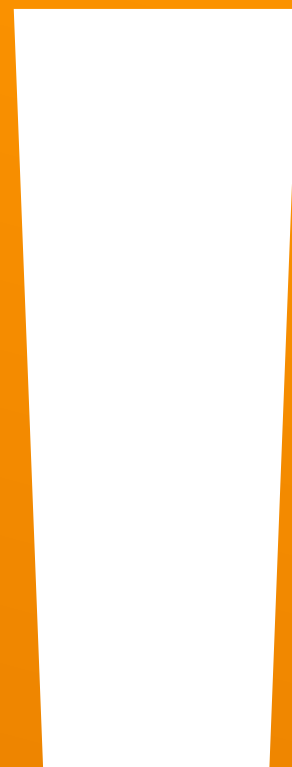
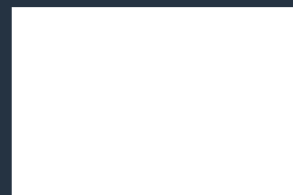
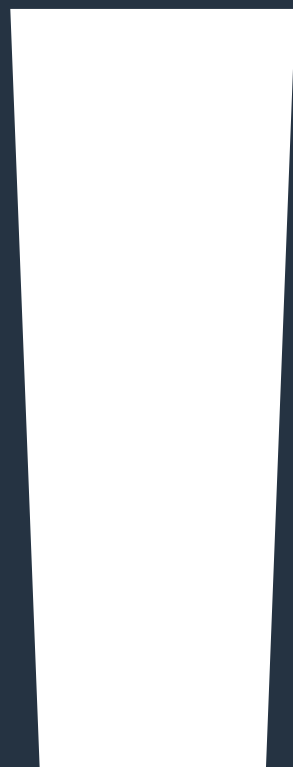
#1 Answer

Dealing With People

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

#1 Answer

The People I Work With



**THOSE
PEOPLE**

**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**

#thecureforstupid

Unfriend(ʌn 'frend)

VERB

Remove someone from a list of friends or contacts on a social networking website.

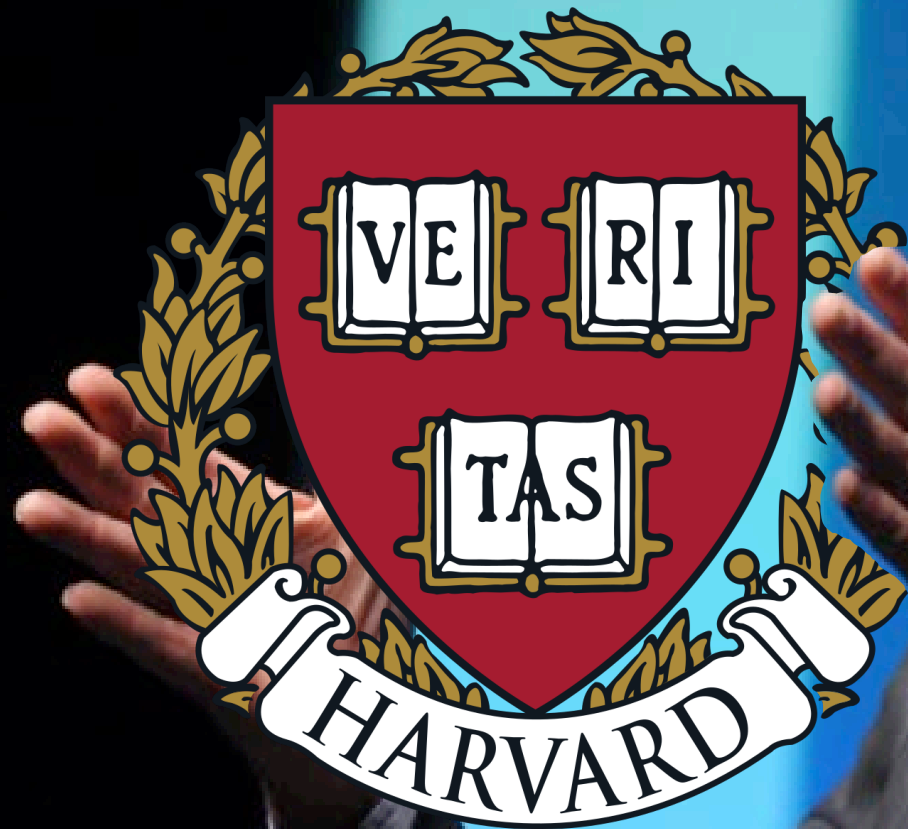
Oxford Dictionary

I once chatted

with LL Cool J on the
campus of Harvard
University

REMEMBER

Kotter International
Change Management
Consultant



DR. JOHN KOTTER



Eric
Bailey
Kotter International

Jörg
Hachmann
Hochschule Regional Service
Gießen, Limburg









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

@Eric_M_Bailey

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

4.The Power of Distinction

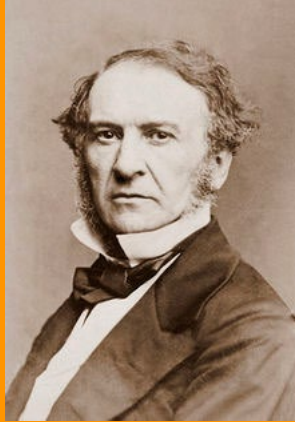


4.The Power of Distinction

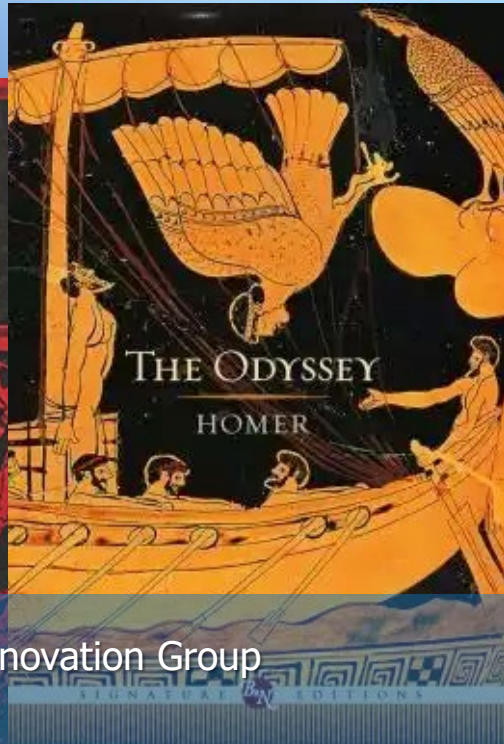
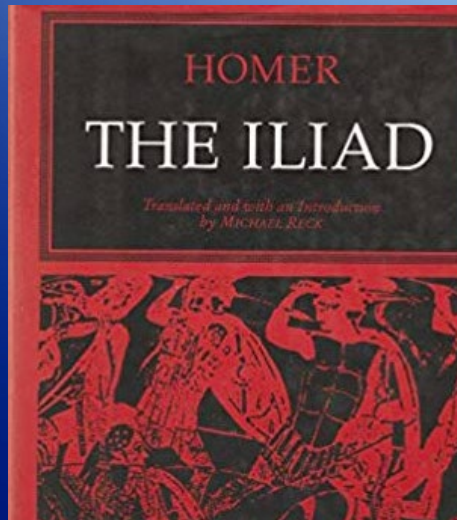


Guy Deutscher

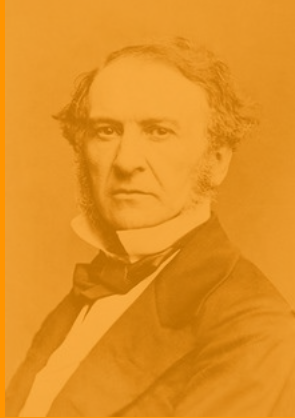
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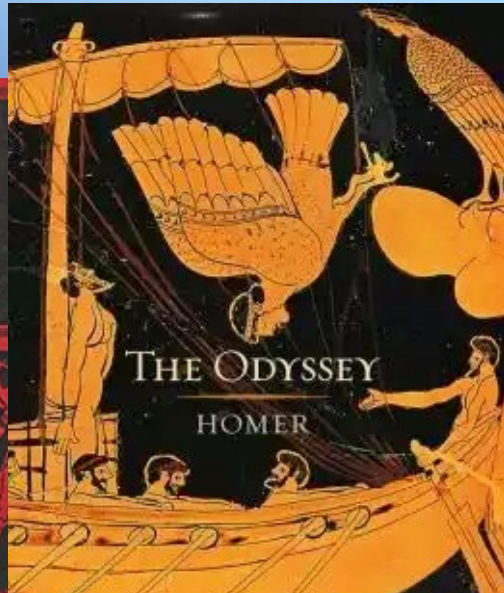
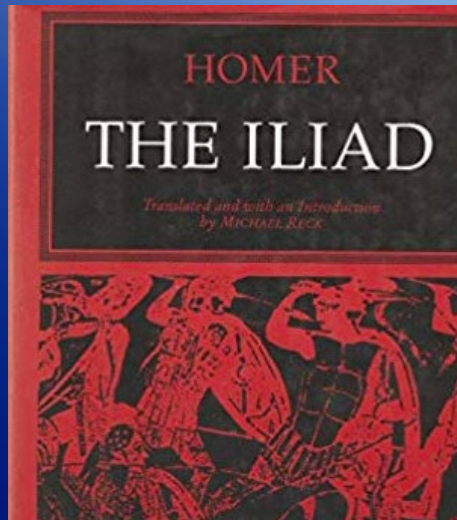
William Gladstone



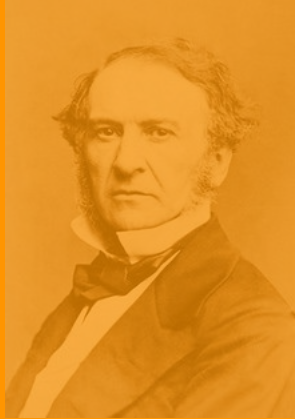
4.The Power of Distinction



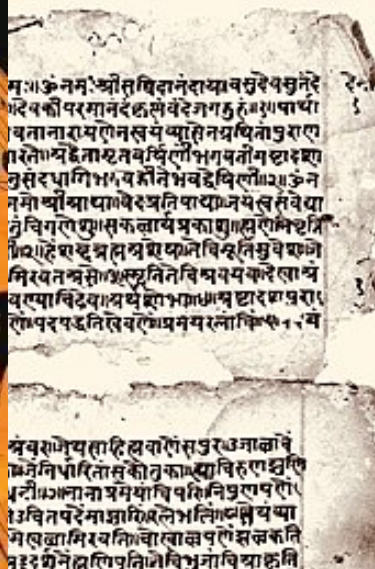
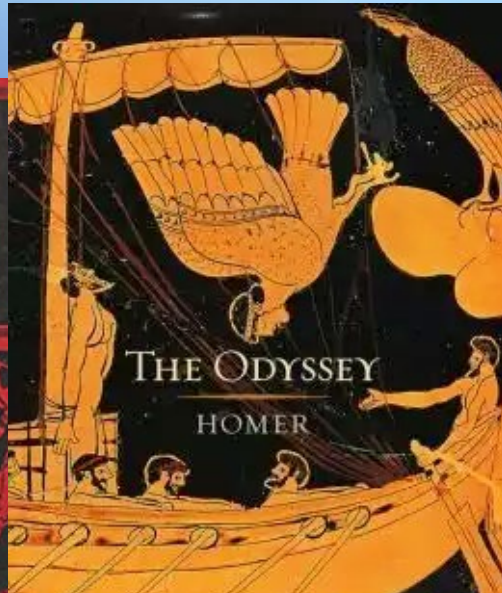
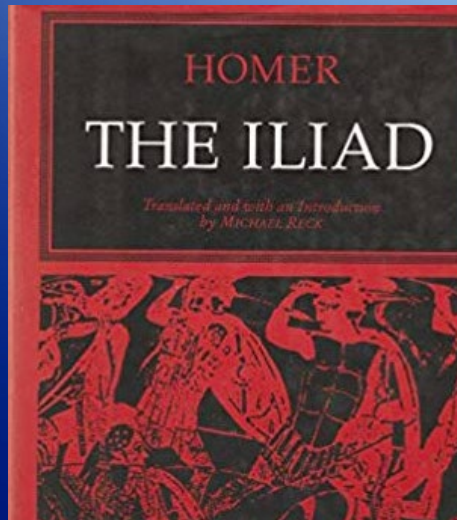
Lazarus
Geiger



4.The Power of Distinction



Jules
Davidoff



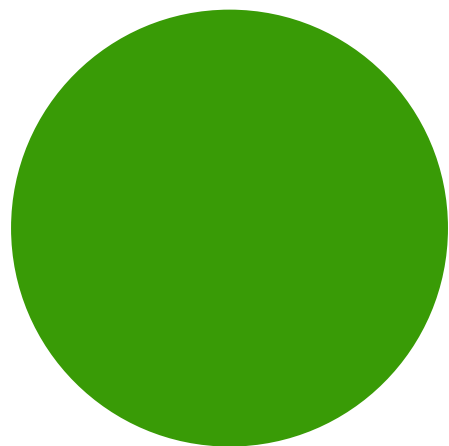


HIMBA TRIBE OF NAMIBIA

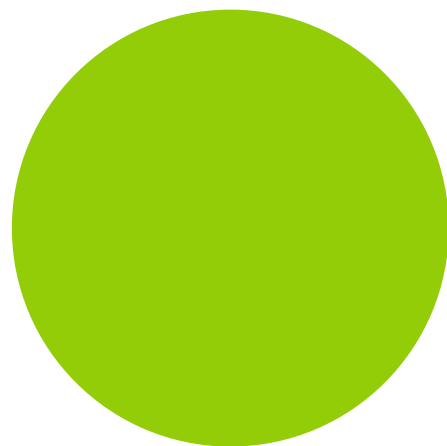
@ 2024 Bailey Strategic Innovation Group

#TheCureForStupidity

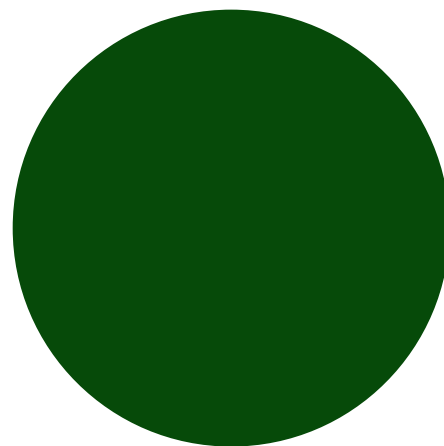
BURU



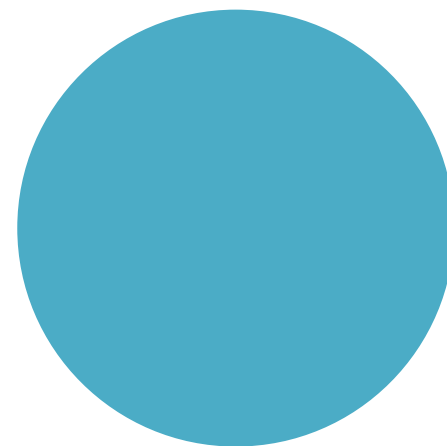
DAMBU



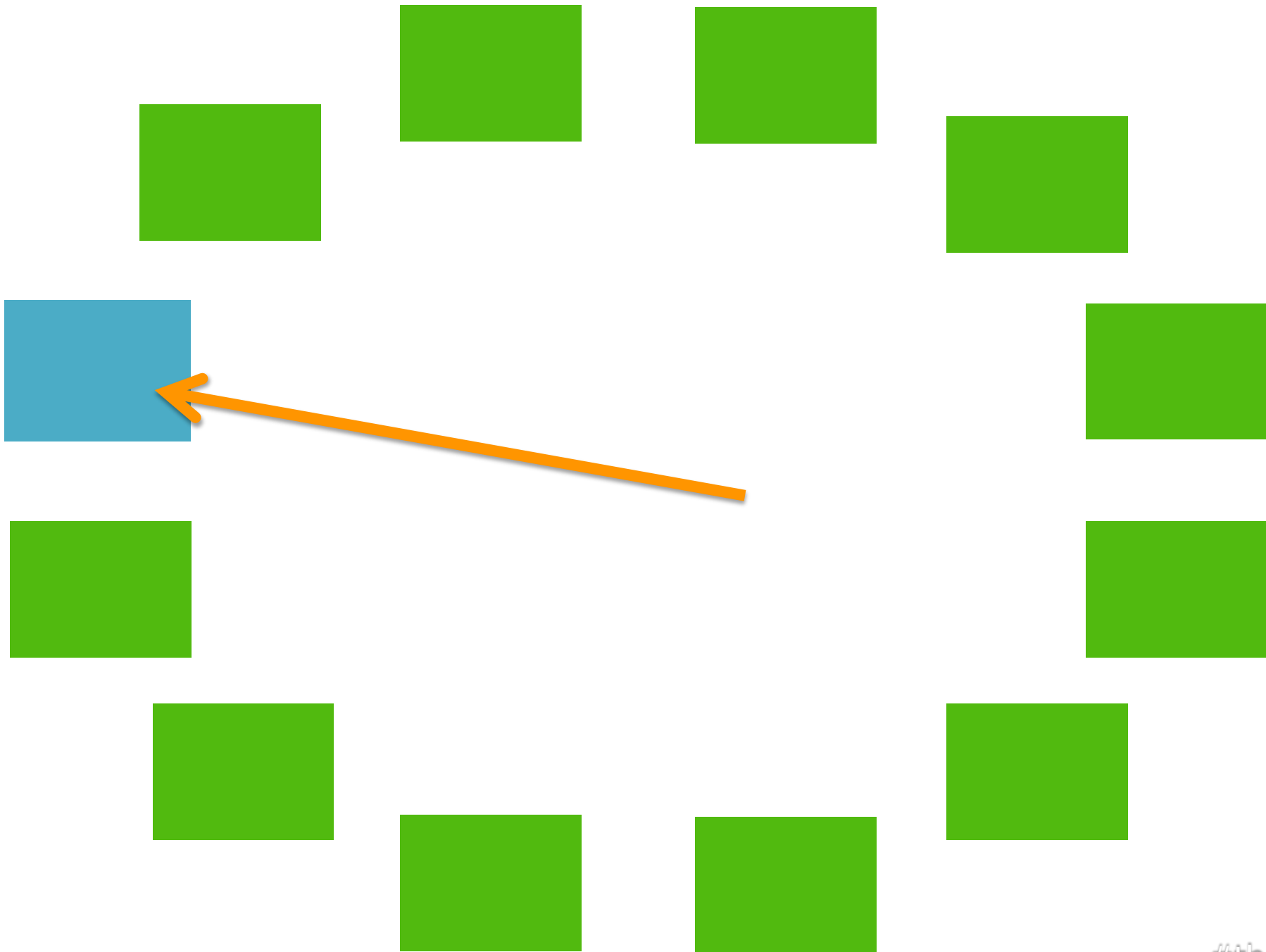
ZUZU



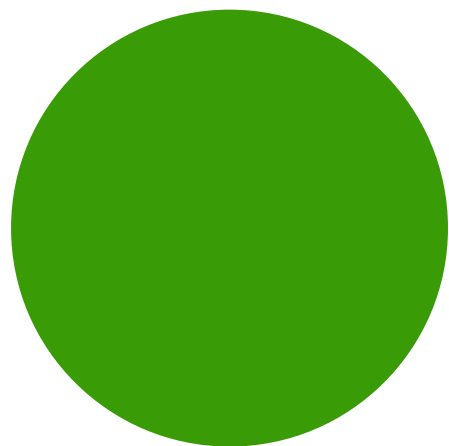
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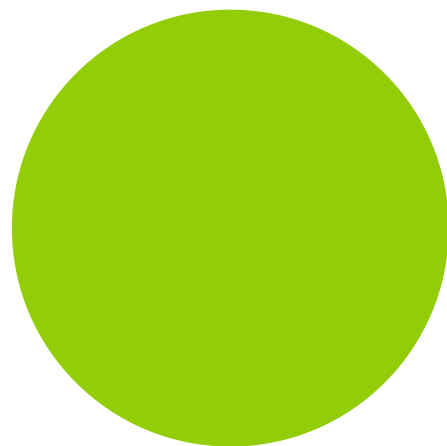




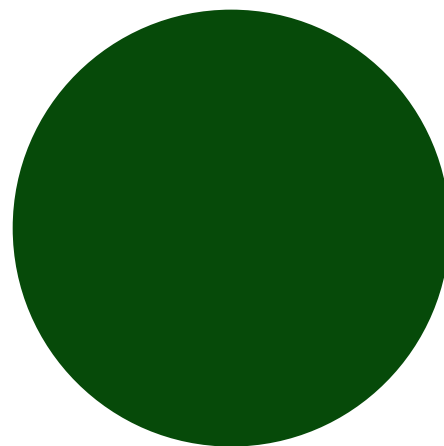
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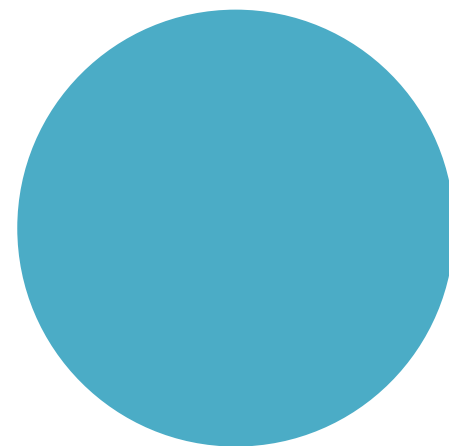
DAMBU

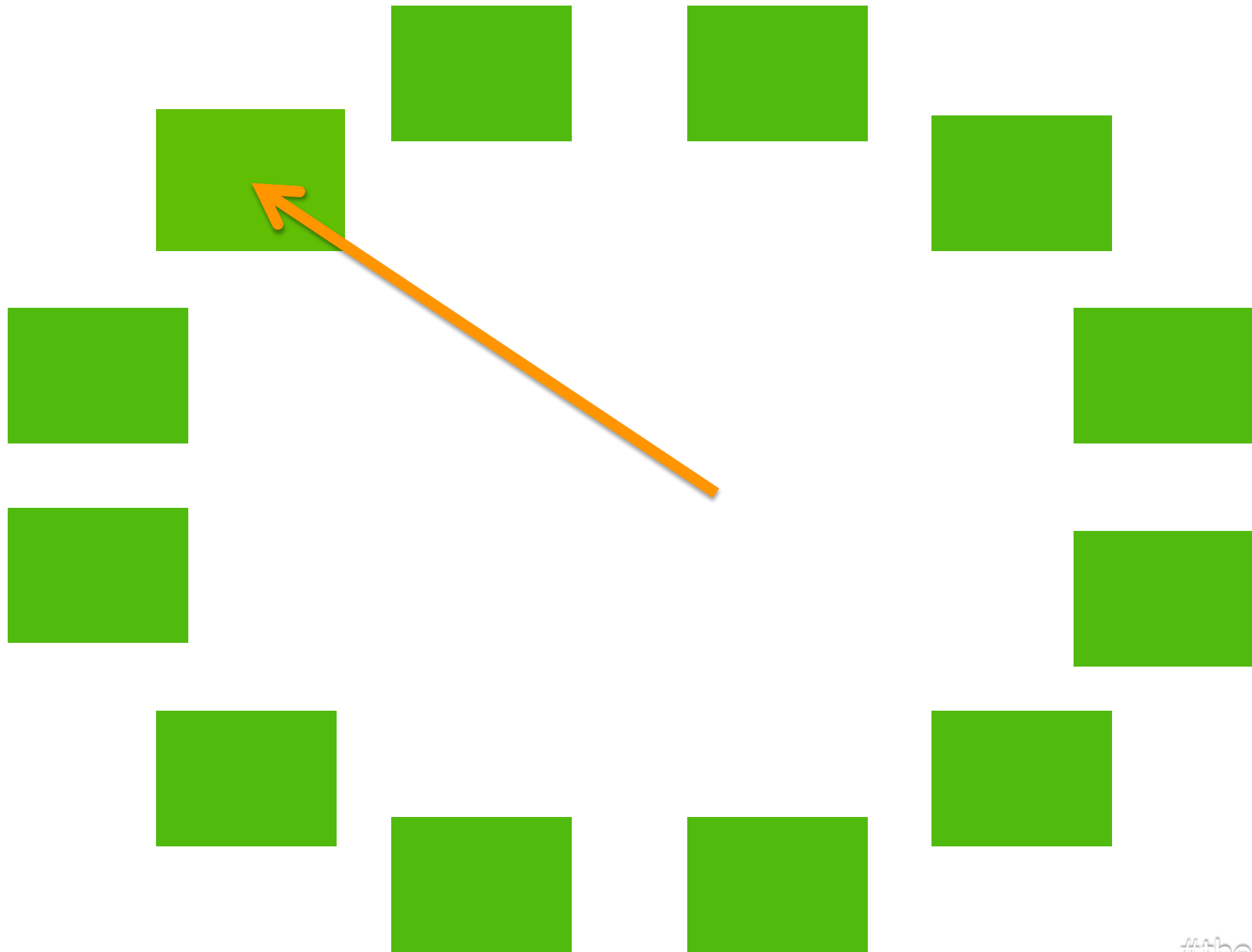


ZUZU



BURU







**Without Distinction,
We Can't Even
Know What We're
Missing**

@eric_m_bailey





Distinction









**Without distinction, people
make "COMMON SENSE"
errors.**

@eric_m_bailey

**Without distinction, people
make "COMMON SENSE"
errors.**

**It's not their fault,
It's our opportunity.**

@eric_m_bailey

**HOW COULD YOU
POSSIBLY?!**

**HOW COULD YOU
POSSIBLY NOT
KNOW THAT?!**

**HOW COULD YOU
POSSIBLY SEE IT
THAT WAY?!**

**HOW COULD YOU
POSSIBLY?!**

I

**HOW COULD YOU
POSSIBLY?!**

**I DON'T KNOW
I DON'T UNDERSTAND**

**I DON'T KNOW
WHY ANYONE
WOULD...**

**I DON'T
UNDERSTAND
HOW YOU COULD...**

Subtext:

**YOU'RE
AN
IDIOT.**

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

**PERCEPTION =
REALITY**

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
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
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
or interpreting something.

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

**Pink
& White**

**Gray
& Teal**



**HOW COULD YOU
POSSIBLY?!**



LAUREL

YANNY

laurel

A **laurel** is a wreath worn on the head, usually as a symbol of victory. If you see an image of Julius Caesar, chances are he's wearing a *laurel*.

A laurel is a type of wreath — circular, made from leaves and branches — worn on the head in ancient times. The laurel is a symbol of victory that lives on in the phrase "Resting on one's *laurels*." When you rest on your laurels, you're happy with previous successes but not doing much to continue succeeding. You've gotten lazy and complacent.

Definitions of

laurel

1.

n

any of various aromatic trees of the laurel family



Start learning this word

Think you know **laurel**? Quiz yourself:

A **laurel** would most likely be worn as which of the following?

- ☐ a belt
- ☐ a shirt
- ☐ a crown
- ☐ a collar

ASSESSMENT: 100 POINTS



Add to List...




Thesaurus



Share It

laurel



A **laurel** is a wreath worn on the head,

YANNY

LAUREL

LAUREL

YANNY

LAUREL

YANNY

LAUREL

YANNY



**HOW COULD YOU
POSSIBLY ?!**



**PERCEPTION
GUIDES ALL OF
OUR BEHAVIOR**

**PERCEPTION \neq
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

MILLENNIALS

I
Literally
Died

His Body Was
Literally
Worn to the Bone

1. In a literal sense or manner. Used to emphasize the truth and accuracy of a statement or description.

Literally

**HOW COULD YOU
POSSIBLY?!**

1. In a literal sense or manner. Used to emphasize the truth and accuracy of a statement or description.

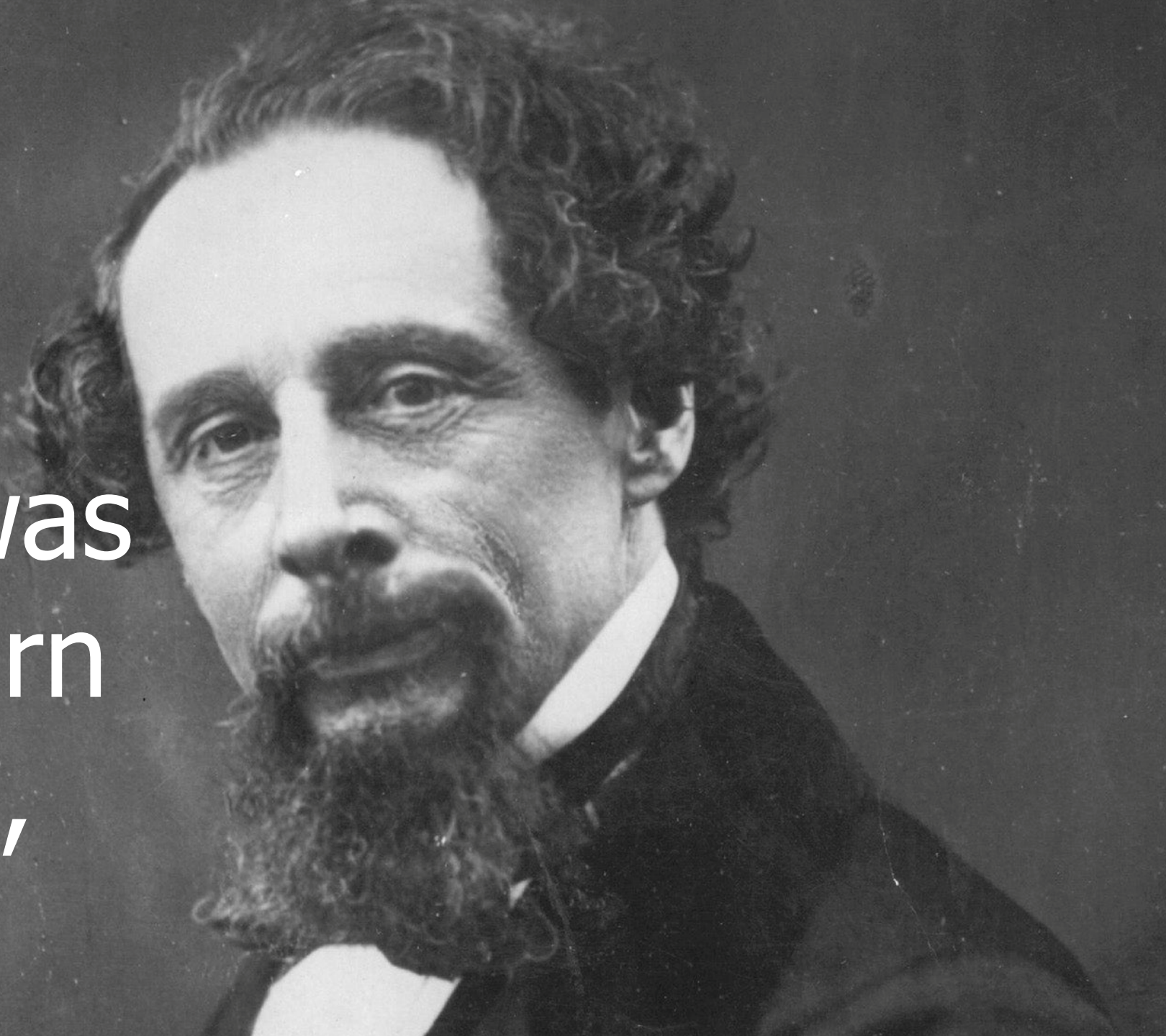
2. In effect/**Literally** virtually. Used in an exaggerated way to emphasize a statement or description that is not literally true or possible.

Charles Dickens 1839

His Body Was
Literally

Worn to the Bone

“His Body was
Literally Worn
to the bone,
Bruh.”



when people interact
with the world
differently than we do,
our natural reaction is to
think we're *right*, they're
wrong, and we're
certain.

@eric_m_bailey

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@eric_m_bailey

**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™

es

es

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

**What Car
Do You
Drive?**

**We Often Look For
Evidence To
Confirm**

**That Which We
Already Believe.**

@eric_m_bail
ey

Confirmation Bias

**"What Car Do
You Drive?"**

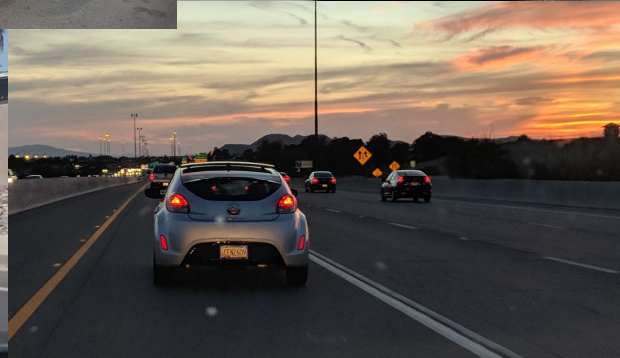
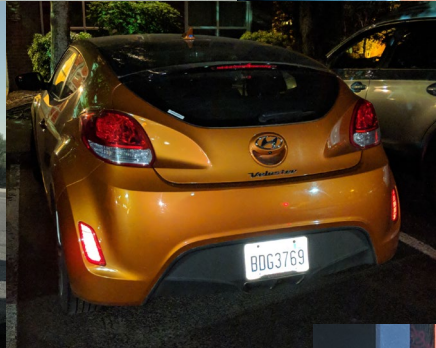
**"I Drive a
Hyundai
Veloster"**

**"You Drive a
Velociraptor?!"**









**This Week,
You Will See
A Veloster!**



**Eric Was
Right!**

There is still
more in this
life for me to
learn.

@eric_m_bail
ey



Principles of Human Understanding™

18.The Pull of Patterns

19.The Trap of Binary

20.Cause and Effect Illusion

21.The Blindspot List

22.The Power of Awareness

Awareness



Awareness





LOOK FOR A CIGAR



LOOK FOR A CIGAR







Once You See It

You Can Never Not See It

You're Going to See

Illusion of Certainty

THOSE People

Perception > Reality

Opportunities to Connect our

humani



There is more left for me to learn

@eric_m_bailey

Let's Keep The Conversation Going

To bring a bit of brain science to your sphere of influence, or to ask a question, feel free to reach out to our team or me personally.



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

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