

90% to 95% of  
ALL our thoughts  
and our decision making  
comes from our  
**SUBCONSCIOUS**  
**BRAIN,**  
**NOT** from our  
**CONSCIOUS** thoughts.

CONSCIOUS  
MIND  
5% - 10%

SUBCONSCIOUS  
MIND  
90% - 95%



## Understanding & Overcoming Implicit Bias

by

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- Why is our **SUBCONSCIOUS** **NINE TIMES MORE POWERFUL** than our **CONSCIOUS** thoughts?
- What is **IMPLICIT BIAS** or **SUBCONSCIOUS BIGOTRY** ... and how do we **OVERCOME IT**?
- Do humans **REALLY** have a **SUBCONSCIOUS MIND**?
- What do **POLICE OFFICERS** see when they feel threatened?
- What is **CONFIRMATION BIAS**?
- Can your **SUBCONSCIOUS** be **BRAINWASHED** in **10 SECONDS**?
- Are humans **WIRED** to be **BIGOTS**?
- Why is **PERCEPTION** **NOT** **REALITY**?
- Why do we all see the **SAME THINGS** so **DIFFERENTLY**?
- Why are **ATTITUDES CONTAGIOUS** ... and how does that work?
- What are **MIRROR NEURONS** ... and what do they do?
- How does **“PRIMING”** and **“PROJECTION”** work in the human brain?
- How does our subconscious affect our daily behavior **WITHOUT US EVEN KNOWING IT**?
- Why do humans **AUTOMATICALLY PROJECT** their values onto everyone else ... and **WHAT SHOULD WE DO ABOUT IT**?
- How do **MARKETING PROFESSIONALS EXPLOIT** our subconscious?

...and **MUCH, MUCH** more...

Join Scott as he shows you how the **HUMAN SUBCONSCIOUS REALLY WORKS** and how it distorts reality for all of us. Scott will not only show you why there is such a stark difference between **PERCEPTION** and **REALITY** in his own unique, practical, entertaining and humorous style, but he will show you how to use this information **IMMEDIATELY!**

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*Business First's 20 People To Know In HR*

*CEO Magazine's 2008 Human Resources "Superstar"*

*Nationally Certified Emotional Intelligence Instructor*

**2012, 2008, 2007, 2006 and 2003 SHRM National Diversity Conference Presenter**

Scott Warrick combines the areas of law and human resources to assist organizations in **"Solving Employee Problems BEFORE They Happen."** Scott uses his unique background of **LAW** and **HUMAN RESOURCES** to help organizations get where they want to go, which includes coaching and training managers and employees in his own unique, practical, entertaining and humorous style.

[Scott Trains Managers and Employees ON-SITE in over 50 topics](#)

Scott's book,

["The Human Resource Professional's Complete Guide To Federal Employment And Labor Law,"](#)

is a favorite among HR professionals and students.

**Scott's academic background and awards include:**

Capital University College of Law (Class Valedictorian (1st out of 233))

Master of Labor & Human Resources and B.A. in Organizational Communication:  
The Ohio State University

The Human Resource Association of Central Ohio's Linda Kerns Award for Outstanding Creativity in the Field of Human Resource Management and the Ohio State Human Resource Council's David Prize for Creativity in Human Resource Management

For more information on Scott, just go to [www.scottwarrick.com](http://www.scottwarrick.com)