

PERCEPTION IS NOT REALITY!

Understanding The POWER and SCIENCE of the Human SUBCONSCIOUS

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- Why is **PERCEPTION NOT REALITY?**
- Why can you not always believe what you see?
- Why do we all see the **SAME THINGS** so **DIFFERENTLY?**
- Do humans **REALLY** have a **SUBCONSCIOUS MIND?**
- Why are **ATTITUDES CONTAGIOUS** ... and how does that work?
- What is “**PRIMING**” and “**PROJECTION**”?
- 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?**
- Why do we all have **ACCENTS?**
- What is “**SUBCONSCIOUS BIGOTRY**” ... and how do we **OVERCOME IT?**
- How does **MARKETING 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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Scott Warrick, JD, MLHR, CEQC, SHRM-SCP (www.scottwarrick.com) is both a practicing Employment Law Attorney and Human Resource Professional with 40 years of hands-on experience. Scott uses his unique background 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 & Employees ON-SITE in over 50 topics, all of which can be customized **FOR YOU!**

LET SCOTT DESIGN A PROGRAM FOR YOU!

Scott combines the areas of law and human resources to help organizations in “Solving Employee Problems **BEFORE** They Start.” Scott’s goal is **NOT** to win lawsuits. Instead, Scott’s goal is to **PREVENT THEM** while improving **EMPLOYEE MORALE**.

Scott is also a TWO-TIME best-selling author. His first book, **Solve Employee Problems Before They Start: Resolving Conflict in the Real World**, is a #1 Best Seller for Business and Conflict Resolution. It was also named by EGLOBALIS as one of the best global Customer and Employee books for 2020-2021. Scott’s most recent book, **Living The Five Skills of Tolerance: A User’s Manual For Today’s World**, is also a #1 Best Seller in 13 categories, including Business Leadership, Educational Leadership, Minority Studies, Organizational Change, Religious Intolerance, Race Relations and Workplace Culture, to mention a few.

Scott travels the country presenting seminars on such topics as Employment Law, Conflict Resolution, Leadership and Tolerance, to mention a few.

Scott’s **MASTER HR TOOL KIT SUBSCRIPTION** is a favorite for anyone wanting to learn Employment Law and run an HR Department.

Scott has been named one of Business First’s 20 People To Know In HR, CEO Magazine’s 2008 Human Resources “Superstar,” a Nationally Certified Emotional Quotient Counsellor (CEQC) and a SHRM National Diversity Conference Presenter in 2003, 2006, 2007, 2008, 2010 and 2012. Scott has also received the Human Resource Association of Central Ohio’s Linda Kerns Award for Outstanding Creativity in the Field of HR Management and the Ohio State Human Resource Council’s David Prize for Creativity in HR Management.

Scott’s academic background and awards include Capital University College of Law (Class Valedictorian (1st out of 233) and Summa Cum Laude), Master of Labor & Human Resources and B.A. in Organizational Communication from The Ohio State University.

For more information on Scott, just go to www.scottwarrick.com.

