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Your Blind Spot



What Are You Missing?

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“People see what they are conditioned to expect.”

Peter Mayle

Introduction: Prevent Your Eclipse!

How large is your personal blind spot?

And how is it impacting your life, your relationships, your career, business and finances?

Due to the very nature of your blind spot, you are probably not even aware of how it is affecting you.

If you ever find yourself getting in your own way, not following through with your plans and resolutions, punching below your weight, this may well be due to the self-sabotage effect of your personal blind spot.

I have seen very powerful CEOs get fired due to the effect of their self-sabotage patterns.

What is at stake in your case?

What do you stand to lose if your blind spot continues to sabotage your plans?

How can you avoid your personal eclipse?

These are not easy questions.

And I will not be serving up pat answers.

In this book **I will help you to see what you normally can't**, providing you with the opportunity to take precise, effective action to turn your situation around and achieve elegant success.

We will be taking a very close look at your personal blind spot and how to overcome the self-sabotage patterns you may need to deal with. However, my primary focus is to provide a new perspective and practical solutions to CEOs, top-executives and entrepreneurs facing critical situations, including:

- business strategy and change management projects that fail to generate real traction
- disappointing sales volumes and profit margins
- business-critical negotiations that get bogged down, going nowhere
- mergers, acquisitions and post-merger integration projects that fail to produce the expected synergies
- innovation projects that don't produce real added value or significant differentiation
- internal conflicts, declining employee engagement levels, as well as trust and performance issues

My personal objective is to help top-executives and entrepreneurs around the world to achieve healthy business growth and transformation, whilst **accelerating and multiplying their revenue and profit.**

We don't need yet another clever theory.

What we need is better results.

If you take the time to apply the processes presented and discussed in this book, they should work well for you.

And if you don't, they won't.

You decide.

OK?

***Your self-sabotage patterns may interfere with
your personal success***

We only see well with our heart!

Antoine de Saint-Exupéry

Beware Of Your Blind Spot

Let me start with a word of warning:

Don't get hypnotized by your blind spot!

For as Nietzsche said, if you gaze long enough into an abyss, the abyss will gaze back into you.

You need to know enough about what is going on in your blind spot in order to be able to take positive, remedial action - but not more.

Don't get sucked in.

Or else you may go missing in action...

Engaging your blind spot may often feel like staring into a deep, black hole, made up of painful fragments of a past you might prefer to forget. In the complex, chaotic context we live in today it is becoming increasingly difficult for us to see our past, present and future as a coherent, consistent story.

It isn't easy to connect the dots.

The world as we know it often no longer seems to make sense, as we find our countries and economies slipping and sliding precariously from one crisis into another.

During our lifetime, we all create a mental map of the world and how it works, an abstraction, which helps us to navigate our encounters in society.

In doing so, we tend to mark the negative experiences we suffer through as dangerous, hazardous, risky places on our mental map. Over time, such areas can turn into a **personal Bermuda triangle**, a no-man's land, a taboo zone in which emotional forces reside, which take on a life of their own, sabotaging our ability to create and experience a successful, satisfying life.

This taboo area is what I call your personal blind spot.

In medicine, the blind spot is the relatively small area in the visual field, which corresponds to the zone on the retina in your eyes, where the optic nerve enters the eye, resulting in a local lack of light-detecting photoreceptor cells.

In effect, your eyes can't take in visual data in this specific area, hence the term ***blind spot***.

The brain compensates this effect by interpolating the required input-data, which is not available in the area of your blind spot, based on data gained from the surroundings, as well as information obtained from the other eye, so that you will usually not be aware of the blind spot's existence.

Our brain fills in the blanks.

We creatively close the gaps in our perception.

Our brain will always find all the proof required to support its assumptions in a logical, credible manner, whilst actively ignoring all available evidence to the contrary.

As a result, we become increasingly unaware of how blind we really are.

Similarly, in our personal or business blind spot, we may be unable to take in new information.

Our past experiences have shaped and cemented our beliefs, perceptions, and interpretations of how the world works to such an extent, that we have literally become blind to what is really going on in and around us in such an area.

We interpolate, making assumptions about what is happening in our context, based on factors we are no longer conscious of, forces at work in our blind spot, which are no longer under our control.

Essentially, our perceptual filters, including all of our deeply held beliefs, values, thought-patterns, motives and emotions directly cause and cement our personal blind spot.

In fact, these perceptual filters control our awareness, and our ability to get in touch with the rich range of realities available to us in the world we live in.

Most of these conscious and subconscious programs were originally designed and created to help, support and protect us!

They exist to **secure our survival.**

Yet more often than not, the forces active in our blind spot will sabotage our ability to change our life, our relationships and our business for the better.

Our perceptual filters really don't like change.

They seem to prefer stability and predictability. These mental filters are here to protect us from:

- risk, danger, loss and lack
- fear, failure and frustration
- problems, punishment and pain
- ridicule, rejection and isolation
- and from any conceivable threat of death

They tend to protect the status quo.

Even if this perpetuates the pain, problems, frustration and blocked situations we may be facing!

Better the devil you know...

I see these forces at work virtually every time I coach corporate clients, business executives and entrepreneurs, although they are usually not consciously aware of what is really going on below the surface of our conversations.

Let me ask you:

How would you describe your current reality?