

THE BLIND SPOT ZONE

Welcome to the BlindSpot Zone, a captivating program that delights audiences and compliments your event.

Blindspots are those unconscious biases, implicit associations, memory traps, and thinking errors that affect our behavior and and decision-making abilities.

The BlindSpot Zone keynote is meant to inspire audiences and reinforce an event's core message. Kevin captivates audiences with spellbinding, real life stories involving some of the biggest names in sports, one of the largest stock fraud cases in his State's history, and the enigmatic FBI. He even shares how his blindspots landed him in prison for 33 months, which always gets an audience's attention!

Your Participants Will:

- Learn how to quickly recognize blindspots and intentionally change behaviors.
- Discover the recurring patterns that are holding them back from their peak performance.
- Gain a new understanding of and appreciation for how to better work together and serve their clients.
- Learn how to unmask the hidden biases that creep into every decision-making process.

What You Should Know

There are more than 200 cognitive biases and thinking errors that affect our behaviors, beliefs and daily decision-making abilities. Yet, more than 85% of us believe we are less bias than the average person. This cognitive disconnect places a lid on our influence, creates conflicts in our relationships and skews our decision-making abilities. Welcome to The BlindSpot Zone.

What You Can Expect

Your audience will discover their individual blindspots through fun, interactive exercises and over-the-top stories from real life. Kevin's stories and style create a space for laughter, self-reflection, and internal motivation. Audience members walk away having learned how to discover their own blindspots and adapt their behavior so they can increase their influence, strengthen relationships and make better decisions.



Everyone loved your story. And your sincerity and honesty allows each person to connect with you on many levels. You should do a Ted talk!

- S. Ross
FedEx

KEVIN MCCARTHY

"I spent 33 months in a Federal Prison for a crime I didn't knowingly commit.
What are your blindspots?"



MEET KEVIN MCCARTHY

Kevin McCarthy is a keynote speaker, master trainer & coach for Making Better Happen, LLC.

In addition, Kevin is the 2016-17 President-elect for the National Speakers Association Oregon chapter, where he recently won a Member of the Year award.

Kevin began his professional speaking career in 1994 while he owned the 13th largest Century 21 office in the USA, and held a position on the Board of Directors for the Phoenix area Century 21 franchisees. Thriving as a speaker, he sold his real estate company and began traveling the country helping industry leaders position themselves for a brave new World Wide Web.

During his extensive travels, Kevin developed a web-based software solution that would position his real estate clients for optimum success. He eventually sold that company for a substantial sum during the craziness of the dot com era.

His next opportunity blindsided him with a prison sentence he didn't see coming. Welcome to The BlindSpot Zone.

Kevin continues to work with industry leaders to uncover the blindspots that affect their behavior and hinder their influence.

Kevin's Clients Include

- Frito Lay
- Century 21
- Texas Education Conference
- Idaho Association of Cities
- National Association of Home Builders
- Meeting Planners International
- Christian Chamber of Commerce
- Washington State Correctional Industries
- Project Management Institute
- ISACA, ACFE, CUPA-HR and others



Kevin is amazing! I think his personal story helped set the stage. By offering up his darkest moments, it helped us to relate to him. I will look for him for other opportunities statewide.

**- Danielle Armbruster
Washington State Correctional Industries**



Popular feedback for Welcome to the BlindSpot Zone and Kevin McCarthy

"Our IT Audit, Risk, Governance, Compliance and Security focused non-profit organization sourced Kevin McCarthy for our annual, local week-long conference. Kevin helped close out our conference with a leadership focused session to help our attendees think about their professional and personal blind spots. Kevin's presentation on his life experiences was both thought provoking and entertaining. He is a seasoned speaking professional who inspired our audience to think about their behavior and decision-making abilities.

Todd M. – 2015-2016 ISACA Atlanta Chapter President

"Best speaker of the day!" - Patty Burks, FedEx

*"I would highly recommend it. It was very engaging. People were laughing. They were having conversations at the end. The take-away messages were clear and applicable."
– Jared Haddock, Oregon State University, CUPA-HR*

*"Always refreshing to hear information that is highly effective to me both personally and professionally. Quality professional development at it's best."
- Debbie Banks, City of Memphis*

*"Kevin McCarthy's lecture was very informative, engaging, an overall joy to listen to."
- LeKeydra Brown, Shelby County Schools*

*"We all fall prey to blindspots. This material is needed to make us aware of ours because we don't know what we don't know."
- Sanitra Angram, First Horizon National Bank*

*"I appreciate everything we've learned this morning. I think Kevin is amazing!"
- Danielle Armbruster, Director, Washington State Correctional Institutions*

"Excellent speaker! Stayed engaged in his entire presentation" – Sarah Meyer

*"Valuable for auditors and anyone in positions of influence and authority."
– Nicki Stewart, Portland General Electric*

More testimonials at KevinMcCarthy.com!

Overall YTD Net Promoter Score (Jan 2016 – June 2016) = 52

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MAKING BETTER HAPPEN
HELPING OTHERS CREATE LASTING AUTHENTIC CHANGE

THE BLINDSPOT ZONE

Dear Programming Director,

Welcome to the BlindSpot Zone is a popular, innovative, interactive and diverse program that inspires, informs and entertains your audience or group. The message challenges the status quo and traditional perspectives causing the learners to think and act differently for positive change.

The authenticity and vulnerability of the stories coupled with the innovation in how the content is delivered engages your audience and causes them to accept the concept that "you don't know what you don't know". They not only become more acutely aware of their own blindspots, they learn how to mitigate their affects in their decision-making abilities, both professionally and personally.

Blindspots are those unconscious biases, implicit associations, memory traps and thinking errors that affect our behavior and decision-making abilities. By becoming more aware of our blindspots and by implementing practical tools, we can mitigate the negative affects blindspots have on us, on our teams and entire organizations.

My blindspots allowed me to make bad choices that led to serving 33 months in a federal prison for a crime I didn't knowingly commit. The lessons I've learned and now teach are invaluable to everyone in the audience.

The stock fraud story woven throughout the content in this fun parody of the Twilight Zone makes for a great opening or closing keynote. ISACA South Carolina also paid to have a full day training workshop developed and delivered in September. This will be ready for delivery by August 31st should your organization desire to benefit from the more extensive training.

Regardless of the overall theme of your event or the audience members you attract, *Welcome to the BlindSpot Zone* is a fantastic program that is sure to keep them talking about it for a long time following the event.

Do to the nature of my fraud story the program may qualify with most organizations offering "Ethics" CPE hours. Please confirm with your local governing board.

This message is imperative for any organization that is closely regulated by various government entities. It is certainly important for all other organizations that want to minimize interpersonal conflicts, human error and bad choices that result from our blindspots.

As an opening keynote, your learners will even look at the rest of your conference or event through with a different set of eyes. They become more alert to learning from the different sessions in ways they might have otherwise not considered. As a closing keynote, the program reinforces their learning and leaves them on a high note having had a memorable experience.

Let's put our heads together and figure out the best strategy for incorporating *Welcome to the BlindSpot Zone* into your next event.

I look forward to working with you and serving your organization.

Warm regards,

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References

ISACA Atlanta Geek Week Conference

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IIA – ISACA 5th Annual Conference

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CUPA-HR Spring Conference

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ISACA Spring Training

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WDOC Leadership Training Day

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