

Perception - it's not what you think it is ... [1]

In this short article I want you to think about how perception affects what you do. Starting with the very simplest ways in which our brains are fooled by what we see.

Take a look at the picture below - what colours are the window bays on the building?



If you said pink and cream, try looking again.

The pink is actually a reflection from the central section which is a rich red but hidden from view. Both the bays on the building (*The Beresford* in Glasgow) are the same colour.

So, if we're so easily fooled by visuals then there are a host of other things that might be misleading us. In business that can lead to bad decisions or worse.

Take another look at this on the right - what is it that's shining?

Strange though it may seem - it's a small rock full of mica crystals poking out of the grass but it looks like it could be water glinting in the sunlight.



And finally - how big is this rock below?



Could you climb it?

Actually you could step on it - it's all about perspective. This is on a windswept beach and is a pebble that's only a few inches across.

Now I want you to think about how often your perceptions prove wrong. They are often based on your initial perspective and if you don't understand that then you are likely to make a lot of false assumptions.

Go on, make a list over the next day about the times you guessed wrong when first confronted with something. It happens far more often than we like to admit.

So what can you do to stop that interfering in your business decisions?

We'll talk about that in the next instalment.



Rob Wherrett

For more information visit <https://robwherrett.com>