

Communication Woes:



Perception vs.
Perspective

Libby Hamper, CVPM
libby.hamper@vca.com



“Everything is created twice, first in the mind and then in reality.”

— Robin Sharma, [The Monk Who Sold His Ferrari: A Fable About Fulfilling Your Dreams and Reaching Your Destiny](#)

Agenda

“It's all in the mind.”

George Harrison, The Beatles

Mission:

To help you as leaders easily understand foundational obstacles that create and foster regular miscommunications.

Identifying Blind Spots

- Unconscious Bias
- Perception
- Story Telling
- Perspective
- Exercises
- Wrap up

Unconscious or Implicit Bias

Refers to involuntary, deeply ingrained attitudes, stereotypes, and associations held about specific groups, operating outside of conscious awareness.

These automatic mental shortcuts affect judgments, decisions, and behaviors, often leading to unintended discrimination in daily interactions.



Affinity Bias:

Favoring people who are similar to you.

Confirmation Bias:

Seeking information that confirms existing beliefs.

Halo Effect:

Overvaluing one positive trait, causing a skewed, overly positive view of a person.

Beauty Bias:

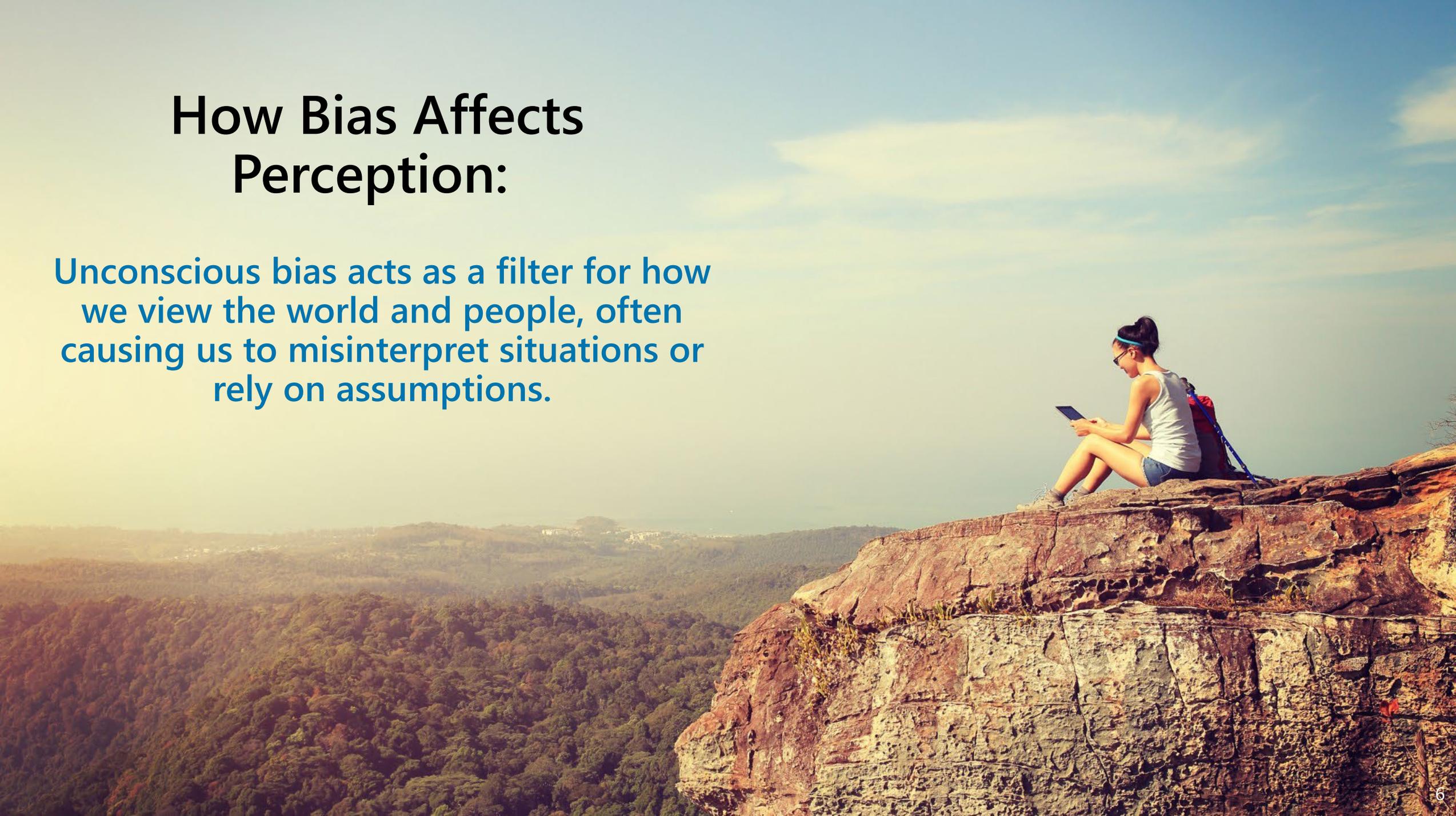
Favoring individuals who conform to cultural standards of physical attractiveness.

Gender Bias:

Preferential treatment based on gender.

How Bias Affects Perception:

Unconscious bias acts as a filter for how we view the world and people, often causing us to misinterpret situations or rely on assumptions.





“To change ourselves effectively, we first had to change our perceptions.”

— Stephen R. Covey, [The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change](#)

PERCEPTION

What one interprets.

It is your understanding of a given situation, person, or object. It is the meaning you assign to any given stimulus.



PERCEPTION

- Subjective
- Personal
- Five Senses
- Your Interpretation of a Situation



STORY TELLING

The stories we tell ourselves are the internal narratives and interpretations constructed to make sense of experiences, often dictating feelings, behaviors, and relationships.

These often-unconscious stories can either empower, fostering resilience, or limit potential by creating self-doubt and repeating negative patterns. Recognizing and reframing these stories allows for personal growth and improved well-being. .



BECAUSE STORYTELLING,
AND VISUAL STORYTELLING,
WAS PUT IN THE HANDS OF EVERYBODY,
WE HAVE ALL NOW BECOME STORYTELLERS.

—LEVAR BURTON



What did you
interpret and what
story did you tell
yourself?

Fighting Couple?

She's sick and he's worried?

Maybe he's making her uncomfortable?



Recognize and Reframe

Recognize when we are telling ourselves a story then reframe it.

From:

That guy is being such a jerk, look how upset she is!

To:

They are obviously upset, I hope everything is okay.





What did you
interpret and what
story did you tell
yourself?

Two people concentrating on a patient?

Two team members that don't like each other?

The cat is dying and they are sad?



Recognize our Stories Then Reframe it...





“Most misunderstandings in the world could be avoided if people would simply take the time to ask, “What else could this mean?”

Shannon L. Alder,

PERSPECTIVE

Perspective is your point of view. It's the lens you see the world through and determines how you view yourself, others, and everything else around you.

One person sees a mountain as impossible, another as an adventure.





PERSPECTIVE

Objective

Take into account other viewpoints

Broader view

We use our perceptions to create
our perspective

Can you shift someone's perspective?

It is certainly possible to shift a person's perspective on an issue.

First, it's important to understand why they feel the way they do. What are the perceptions and beliefs that are giving them a particular perspective? Once those perceptions are clear you can begin to change their perspective.

*People hold onto their beliefs and perceptions tightly so be careful in how you approach them.





Overcome Your Perception Bias Pitfalls

- Be Aware of your Biases
- Challenge your Perception
 - Seek other Perspectives
- Slow Down/Don't Rush Decisions
 - Keep an Open Mind
- Could it be Something Else



Some people see the cup as half empty. Some people see the cup as half full. I see the cup as too large

— *George Carlin*

People only see what they are prepared to see

— *Ralph Waldo Emerson*

TAKEAWAY

Challenge yourself to see situations from other vantage points, be intentional in your processes and keep your mind open!

Questions?
THANK YOU