



Humans have an infinite capacity for self-deception. Studies show again and again that people overestimate their abilities in all areas - intelligence, athletic ability, decision making, communication, and cooperation.

With this overestimation of ability comes a certainty that we know everything we need to know, especially if we consider ourselves an expert in our field.

The danger in this belief is not stopping to ask, "What don't I know that I don't know?" The truth is that no one can know everything. New ideas, tools, and concepts emerge every day. As individuals, we do not have the bandwidth or time to know or learn everything.

Engaging a fresh set of eyes can be beneficial. Fresh eyes see things differently than existing eyes. New perspectives arise on opportunities and threats. Different skills sets tackle problems from a new angle. Related expertise provides new insights on strengths and weaknesses.

What don't you know that you don't know?
What can a fresh set of eyes spot that you can't?

PS -Look closely again at the above picture. The "eye" is actually a draining sink.