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## Editorial

### ‘Selective Perception’-‘Tunnel Vision’

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It is so very important to be aware of and put out much continual effort to avoid 'Tunnel Vision' & 'Selective Perception'.

It is important to seek out both/all sides of all issues and thoughts and seek out facts from all sides.

This is especially so very important with current social issues, healthcare issues, political issues, politics & government officials, life issues, personal decisions, business issues and many other things.

Rarely is anything in life perfect so when making decisions, you need to consider and weigh all sides and perspectives and facts, and maybe select the option with the least risk or that with the best positive potential.

This is important to guard against getting 'Selective Perception' & 'Tunnel Vision'

I suggest that you teach this to your children at a young age.

If you are a teacher, teach this to your students.

If you are manager or in leadership, use this and teach to your staff.

See the following definitions directly from a simple internet google lookup to explain further:

“Selective perception is a **perceptual process** in which a person only perceives what he desires to and sets aside or ignores other perceptions or viewpoints. There are different factors that may influence selective perception. Basically, all of a human's previous experience have an effect on his selective perception mechanism.

Selective perception is the **tendency not to notice** and more quickly forget stimuli that cause emotional discomfort and contradict our prior beliefs. For example, a teacher may have a favorite student because they are biased by in-group favoritism.”

“**What does it mean if someone has 'tunnel vision'?**”

Literally, tunnel vision is a term meaning that the **edges of your vision are lost** and only central focus remains, as if you were looking through a tunnel. Figuratively, it is a lack of perspective caused by intense focus on one object, leading to neglect of your surroundings and responsibilities or being closed off to other viewpoints.”

#### AUTHOR’S BIOGRAPHY



**Michael**, has over 30 years of business experience to senior leadership levels in many markets and industries, national and global, with responsibilities in sales management, marketing and business development along with a PhD in business before teaching internationally at university level (China, Korea, Vietnam, Saudi Arabia, United States). Michael continually seeks out knowledge with additional education, trainings, research and experience to keep on the leading edge of business effectiveness and business development. He has over 33 international publishing’s on many business and business development subjects.