



# Unmasking our blind spots

**REVEALING THE TRUE SELF AND  
OVERCOMING WORKPLACE  
BARRIERS**

Dana L. Cox  
April 25th,  
2023



**Welcome** to today's  
**webinar!**

# Who is Dana?

I help ambitious women **achieve fulfillment** without sacrificing their health, family, or authenticity.

- Wife (30+ years), Mother of 6 adults, and Grandmother of 3 and counting
- Transformative Executive and Coach
  - Global Executive
    - Drove \$396.8M in net revenue
    - Responsible for a 105.4% increase in conversions
    - Led first-time deployments of new products, generating a 366.7% boost in introducing new products and strategic enhancements to existing product lines
    - Recipient of the Mastercard Market Mover and Exceptional Sales Award
  - CEO & Co-Founder of Cox Travel Adventures
  - CEO of FIX Coaching
- Author of **THE F.I.X. (Focused & Intentional eXecution)**  
7 Steps to Climbing the Corporate Ladder Without Sacrificing Your Health or Neglecting Your Family



# Blind Spots

- What are they?
- How do they impact you?
- Why do we need to address them?



# The 3 strategies you must know...

**Reflect to Connect**

**Feedback Fuel**

**Vulnerability Victory**



# "Reflect to Connect"

- 1 Embrace Self-Reflection:** Get Comfortable in Discomfort
- 2 Seek Feedback:** Face the Fact, You're Not Perfect
- 3 Reflect Daily:** Be Honest with Yourself

# Fleas in a Jar...



# "Feedback Fuel"

- 1** Seek feedback for personal & professional growth and development.
- 2** Step out of your comfort zones and intentionally seek feedback from diverse sources.
- 3** Use feedback to uncover and address blind spots and workplace barriers.







# "Vulnerability Victory"

1

**Power of Vulnerability:** Builds trust, uncovers blind spots, and fosters growth.

2

**Overcoming Fear:** Acknowledge fears and start small to embrace vulnerability.

3

**Cultivate Vulnerability:** Create a safe space for openness and honesty by setting an example and responding empathetically.

# Wrap Up



- 1** **Courage and Vulnerability:** Face fears and embrace feedback for growth.
- 2** **Rewards:** Increased self-awareness, stronger relationships, and personal and professional development.
- 3** **Continuous Effort:** Reflect, seek feedback, and practice vulnerability to become the best version of ourselves.

# Thank you!

