

Visited any caves lately?

Imagine you're sitting in a cave facing the cave wall with your back to a large bonfire. You can't move and you can only see the wall that you're facing. Between your back and the bonfire people are passing by, some are carrying objects, but you can only see their unclear flickering shadows on the cave wall. Your perception of them is completely based on this rather distorted cave wall reflection. In other words your perception is not that clear although you may think it is as you sit there only able to see the reflections and not the actual people.

Thanks to Plato's Allegory of a Cave.

Could some of these people casting shadows in the cave be your friends, clients or prospects? And, do you have any attachments that prevent you from questioning your assumptions about them?

In my book, The Answer is **Yes** But First You Have to Ask, there are numerous ways to sharpen your assumptions and perceptions through better asking and listening skills.

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