

# THE THREE FUNDAMENTAL LEVELS OF KNOWING

## HOW TO TAP THE POWER OF THE 80% OPPORTUNITY ZONE

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**Strengths** tend to reside within the realm of **'what we know'** and reflects roughly 10% of our knowing.

**Vulnerabilities** (blind spots and weaknesses) tend to reside within the realm of **'what we don't know'** and reflects roughly 10% of what we don't know.

**Opportunities** tend to reside within the realm of **'what we don't know that we don't know'** and reflects roughly 80% of what we don't know that we don't know. We define this largely untapped and ubiquitous level of knowledge as the **80% OPPORTUNITY ZONE**. We have observed over the years that the majority of people are completely unaware of or fail to seek out and tap into this powerful source of new knowledge. On the other hand, the savvy seek out, become aware and then utilize this **80% OPPORTUNITY ZONE** to bolster their success.

**This untapped knowledge – the 80% OPPORTUNITY ZONE - translates directly into lost opportunities.**

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**What we don't know that we don't know** equates to **UNTAPPED POTENTIAL**. It represents a realm of knowledge and opportunity for those courageous, humble and savvy enough to discover. We are limited by what we don't know that we don't know only by our willingness to seek help in the exploration and discovery.

Much like buried treasure, the 80% OPPORTUNITY ZONE can yield an abundance of new knowledge that can help leaders, teams and organizations to Summit the Pinnacle of Human Potential™.



**What we know** is an accumulation of our **STRENGTHS** (innate talents) as well as our life experiences. It reflects an awareness and consciousness of knowledge that has served us to this point in our life.

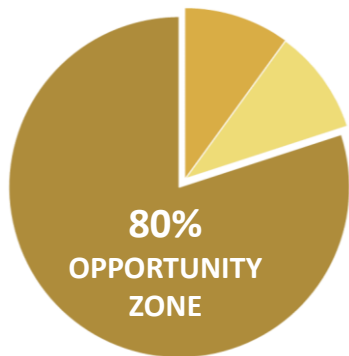
**What we don't know** pales in contrast to what we don't know that we don't know. It reflects our **VULNERABILITIES** (blind spots and weaknesses) as we are unaware and lack consciousness in this realm.

**The good news** is that we can begin tapping into the 80% OPPORTUNITY ZONE at any time.

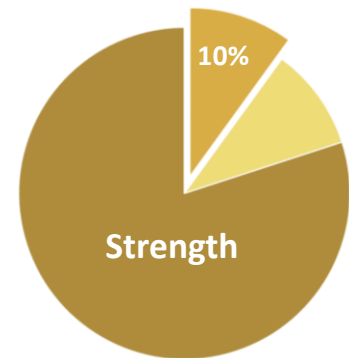
**The bad news** - which is a choice to accept or reject - is that the majority will never engage in the pursuit of the 80%.

**It all boils down to a simple choice** to engage, lean in and begin tapping into and reap the benefits of your unique 80%.

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What we don't know that we don't know equates to **UNTAPPED POTENTIAL**



What we don't know equates to **VULNERABILITY**



What we know equates to **STRENGTH**

## Tips & Practical Applications:

- Introduce the 3 Fundamental Levels of Knowing framework as an effective approach and means of raising awareness whenever an employee, team or organization are convinced that they know what they know and don't know what they don't know. Suggest that they simply 'consider' the possibility of another realm and 3<sup>rd</sup> level of knowing.
- Introduce the 3 Fundamental Levels of Knowing framework as a powerful personal and professional development tool. If someone can visualize the benefits or even consider trying something new, they are far more likely to consider how the 3<sup>rd</sup> level of knowing may reveal something of significant value to their development.
- Introduce the 3 Fundamental Levels of Knowing in the context of strengths and vulnerabilities (blind spots and weaknesses). Blind spots are things that we become aware of – that are not serving our best interest - and then take action to change them. Weaknesses are things that we become aware of – that are also not serving our best interest – but are either stuck in denial or the weakness is serving some other purpose (e.g. concealing fear, shame, etc.)

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