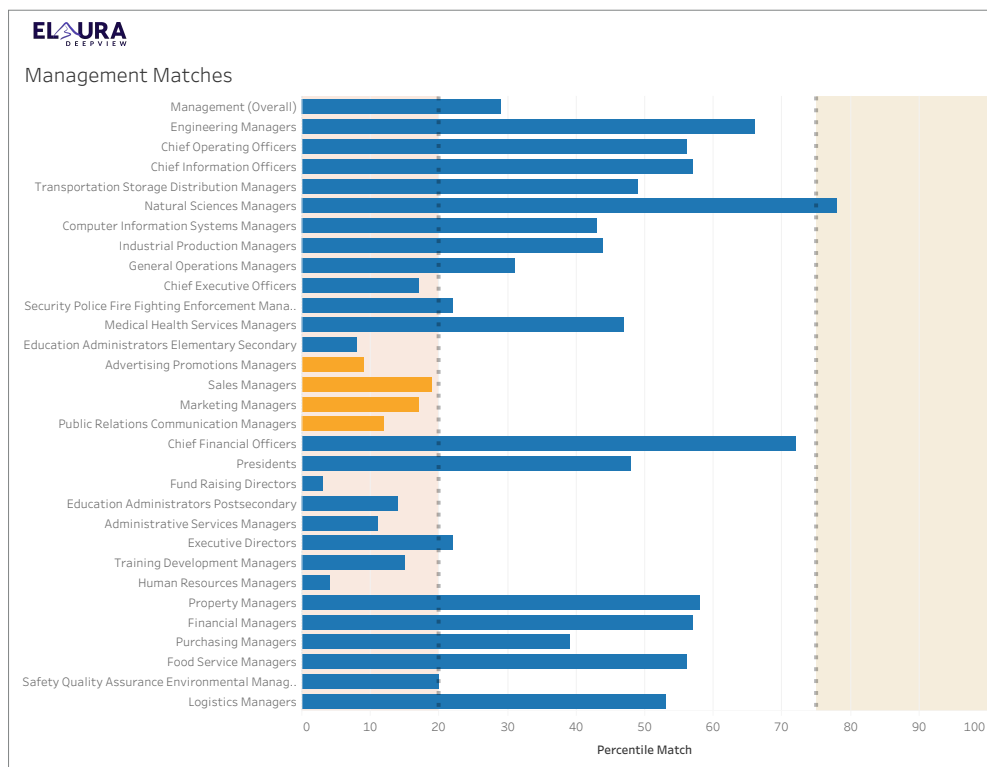# DeepView: Navigating Blind Spots

This dashboard shows a set of Matches against specific Management roles for a single individual. It is the back story that gives context to the four low scores coloured orange:

This individual was a serial entrepreneur in the process of launching a new retail concept in a high rental shopping mall under a major office tower. Elaura was helping with selection and formation of the new team. Infinite pains were being taken over the offering and over the customer service aspects of things.

We had noticed that no one had been hired in any kind of marketing role. We asked the entrepreneur "We presume you have got an external agency working on your Marketing?" The answer was a shock: "Oh it is way too early to worry about marketing…" This was just under three weeks out from the soft launch, and in a shopping mall that was only busy once a day with the lunchtime business crowd, this sounded extraordinary.

And of course, what this betrayed was a very definite blind spot. Now firstly, there is nothing pejorative about saying someone has a blind spot: most of us do. But this particular one had the potential to kill the new business before they had even started, so we needed to chase it down, and quickly.

Opening up the entrepreneur's Management data Dashboard was all it took. All four of the managerial roles relating to Marketing (A&P Manager, Marketing Manager, Sales Manager and PR / Comms Manager) were low - below the 20th percentile. That means "there is no way on earth I want to be bothered with this stuff, and it won't seem important to me." Now this was a smart person, and intellectually, of course they understood the importance of Marketing. But what their comment betrayed was that when there was more interesting and satisfying activity to be pursued - product offering, customer service etc - Marketing would not get anywhere near the priority list. **It was time for a serious conversation** - **backed by some very visual data.**

If you are trying to understand your own potential blind spots, or those of key leaders or even a whole team or function (and group blind spots are a real thing), DeepView offers a fast and effective way to identify blind spots, with accuracy.