



Practical skills for smarter decisions in a deceptive digital world

Scams, misleading information, online manipulation, and AI-generated content are becoming harder to recognize. And knowing about existing scams isn't enough - because they will change.

The Second Look™ takes a different approach. Adult educator and author Sam McCollough teaches a practical, repeatable system participants can use over and over again to evaluate questionable information and make better-informed decisions.

Rather than trying to memorize every new scam or warning sign, participants learn a process they can apply when something unfamiliar deserves a second look.

Learn by Doing

The Second Look™ is a live, guided learning experience built around participation and practice. Using realistic situations, Sam invites participants to consider what they see, make an initial judgment, and then take a second look.

Together, they practice identifying what is actually being claimed or requested, separating claims from evidence, recognizing when pressure may be affecting a decision, and verifying important information independently.

Participants leave with a process they can apply to situations they haven't encountered before.

The story changes. The process doesn't.

Learning That Keeps Working

LEARN IT. The Second Look™	USE IT. Don't Get Bunked!™	SHARE IT. Bunkproof in 30 Minutes™
Live instruction and guided practice with a practical, repeatable system.	Free practical tools and resources participants can return to whenever something deserves a second look.	A free, self-guided course participants can share with family members so the learning can help others, too.

The result is an educational experience that remains useful beyond the presentation.

Why Sam McCollough?

Sam McCollough is an adult educator, author of *DEBUNK*, and creator of the Don't Get Bunked!™ System, with more than 25 years of experience teaching adults and making complex subjects clear, practical, and useful.

His nonpartisan, conversational approach emphasizes practical judgment and guided practice, helping participants develop skills they can continue applying after the presentation ends.

Bring The Second Look™ to Your Organization

Available in person throughout the U.S. or virtually for organizations and groups worldwide