



# Intuition as a sustainable business advantage

Eight ways to master intuition and transform an organization.

By Arupa Tesolin

Getting more intuitive has become a new business imperative. Too much knowledge, it turns out, can be an impediment to innovation. With renewed focus on innovation, intuition is gaining new respect as an organizational smart skill.

French architect Jean-Pierre Houdin put forward a new theory on how the great pyramid may have been constructed from the inside out, which credibly challenged both major existing theories. He developed his theory after following a flash of intuition that his father, also an engineer, had received.

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The intractability of intuition has long been the reason that its use as a business tool has been undervalued. Linkages between intuitive insight and their outcomes have been ambiguous and hard to trace, yet, evidence continues to accumulate where intuition has played an important role in the development of new products, discoveries, and inventions. Just as unpredictably, society's over-reliance on information and knowledge has often failed to produce the expected results.

As a result, society has begun to take intuition more seriously in the realm of the real. Intuition is economical. Generating results by encouraging



greater intuition doesn't require or bind a lot of capital or time. It frees our imagination and fits our sustainability models by enabling us to source from a wider set of variables than analysis. It generates outcomes far beyond its investment; often yielding results that are disproportionately large by comparison.

Also, it links to the things we find increasingly important these days — meaning, wisdom and creativity.

When clearly apprehended, intuition is vastly superior to all states of intellectual intelligence. It reaches into the domain of unknown events and includes both the heart and mind in its intelligence. Unlimited, it serves as the ultimate renewable resource for imaginative potential.

Here are some questions to ask on how to incorporate intuition and use it as a business advantage:

- How can our organization become more intuitive?
- How can we develop intuitive capabilities in our talent force and managers?



- What kind of a culture do we need to have to support intuition?
- Where are the best places in organizations to apply intuition?
- Where does an organization start?

### 1. Recognize intuition as a smart skill that can be developed.

Most employees and managers today have become accustomed to having an intuition deficit created by their environment. Becoming intuitive takes practice. Include developing intuition capabilities in your competency plans. Decide how and where you want your staff to be intuitive. Develop learning and training plans from there.

### 2. Shift from validating intuition to developing intuitive capability.

Break away from the validation trap, where nothing happens except more theory. Save energy and get better results by going straight to building capability and learning through use. Create a climate where your organization's stories and connections between intuition to results are recognized.

### 3. Build an intuitive language for your organization to create/sustain a more intuitive culture.

Getting more intuitive means inviting “whole” people — physical, emotional, mental and spiritual who can contribute the most to your agenda. Whole people, both intuitively intelligent and intellectually intelligent, add value by increasing their creative contribution. Support them with a genuine commitment from your organization and management team that honors their contribution. If only logic and analysis are needed in your organization, a good computer model could theoretically replace people; however, a computer program wouldn't likely lead to more innovative performance.

Organizations who lead success find ways to help people fulfill their own dreams and inspire commitment through having a great vision and purpose within an open and honest communication style that fosters real cooperation.

### 4. Recognize the true costs of bad business ecology and the value of providing emotionally healthy workplaces and processes.

The following realities have a significant impact on innovation. Impaired people cannot innovate well. Prolonged misery exacts a toll from even the strong. Make an effort to eradicate stress and get rid of poor management practices and processes that create unnecessary stress for your employees. Turn up the joy factor; turn down the stress.

### 5. Practice creative surge. Focus on application with less analytical information and more intuition and imagination.

Technology, information, tasks and role demands on the job compete for attention. The more “noise” there is, the less clear and effective we become. Intuitive clarity is more like a tuning station that cuts through the noise and meaningless information. Intuitive solutions emerge in a non-linear way, sometimes through surprise and opportunity, and thrive in change. Self-aware people are more intuitive and tend to be better listeners, change agents and relationship builders who are more anticipatory, proactive and open to new directions.

## Generating results by encouraging greater intuition doesn't require or bind a lot of capital or time.

To attain new visions, we must engage our imaginations. Currently, most of us perform “adaptive innovation” based on implementing incremental improvements. Thus, we proceed on the basis of an “inherited vision” from the past, usually the industry benchmark. If we dream only adaptive dreams, we encourage limitation and discourage invention.

Where to start? It all starts with a “ting,” which is a made up word for the sound of intuition striking a receptive mind. By saying yes to intuition, we open up a lot of doors for greater success and creativity. By learning how intuition occurs for us, we gain command of our abilities to recognize it as more than a fleeting experience. Once we understand what it's telling us, we can move on to even greater “tings!” ■

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