Practical Intuition for Success
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The Big Idea
At the heart of this book is one simple message: You will achieve success by being true to yourself. Through this unique program of practical exercises, you will be able to listen to your intuition and balance it with other factors that influence your everyday decision-making. The more you practice, the better the results. The feeling in your gut can tell you if something feels right or wrong, profitable or problematic. It will help you make better decisions, take the “pulse” at meetings, and unleash your own creativity.

Introduction

What is Intuition and why is it critical to business success?

Intuition is a way of receiving information about your environment that is not directly evident to your senses or to your reasoning mind. In life, it can tell you much about a person, and in business it is the way you perceive a market so that you can offer your most profitable response given the skills, talents, and experience you already have. Intuition is knowing where to focus your attention so you concentrate your efforts into the right business path.

How can we use our Intuition?

- To gather information (What strategy is our competitor planning?)
- To solve problems (What is the best way to resolve the budget dispute?)
- To spot opportunities (What new markets for my company’s products will develop in the next year?)
- To create (What should I name my new company?)
- To decide (What will convince my boss to give me a raise?)
- To plan (What is the best way to expand our company’s market share?)
- To evaluate (Which of these job offers should I take?)
- To predict (What will the Dow Jones average be in six months?)
- To time (When is the best time to buy a house?)

Answer the ten questions to create your personal wealth plan:

What is my business world? (It’s bigger than you think)
What does this person, or company, or market - want? (Careful: They might not even know)
What do I want (You can and should have it all) and what do I have to offer in exchange? (It’s always more than you think)
What is the best fit between my needs and the market’s? (There’s always a creative solution to achieving integrity: the balance point where everyone wins)
What steps must I take to achieve this goal? (Plan for tomorrow today)
How can I best present myself, and what I am offering? (To sell your product, service, or skill, you must “speak” in a language your market understands and responds to)
How can I get others to help me? (You must understand and satisfy their needs too)
How can I prevent others from interfering (Again, you must consider their needs)
How can I anticipate and overcome obstacles? (It’s possible to solve problems before they arise)
How can I stay ahead of my market to respond to their changing needs and opportunities? (Success in the marketplace is not a static thing)
Intuition can also help you answer career, investment, hiring, negotiating, and strategic questions.

1. How to get the most from this book

   Practice the exercises
   Keep a journal to record your responses to the exercises. It also helps your creative process along.
   Modify the exercises according to your needs.

2. The Intuitive Process in a Nutshell

You already use your intuition all the time – you just need to gain conscious control.

Intuition can be an instinct for the pulse of something. The good investors have great intuition about the marketplace.

The intuitive process is as easy as this:

   Get centered.
   Focus on a specific question.
   Notice the first impressions you receive in response to the question.
   Interpret your impressions.
   Verify your conclusions.

Intuition in Action

A New York ad agency art director was stumped on how to satisfy his biggest client, a clothing manufacturer. The campaign he had presented had fallen flat and not met the client’s expectations. A picture of his boyhood memories kept haunting his mind, one of Coney Island where his father used to take him on weekends for ice cream. This image that kept playing in his head prompted him to use his intuition and incorporate it as the central theme for a new campaign. The concept would center on the clothes as elegant and timeless, while using images of family, like a father and son at Coney Island.

3. What is my business world? (It’s bigger than you think)

Integrity. This means reconnecting to your inner world and operating from your deepest truth will bring you wealth and success. Walt Disney paid no heed to people who told him he could not be a cartoonist. He listened to his intuition that drawings of a mouse would sell and entertain millions one day. Through the years Disney has followed its core values that began with the unique vision of its founder. The lesson is to look within your self. Stick to what you love and you will always make the best career move.

Define your business world. Ask yourself these questions:

   Who are you? How many hats do you wear?
   Who is on your team?
   Who is your target market?
   What makes up your business environment?

4. Begin by noticing what you notice

Intuition is a faculty that gathers information and processes it. To increase your general awareness, consider the following questions:
Which do you tend to notice the most: your thoughts, your memories, your feelings, or your physical senses? Which do you notice the least?

Which do you notice more: your internal world or your external environment?

Do you tend to favor any particular physical sense over the others?

In what ways or situations do these things change?

Even if you don’t notice anything, take note that you aren’t noticing anything! What are you thinking right now? What do you smell? Are you “in the moment”? Can you read people through their facial expressions, body language, tone of voice, or are you numb?

Report what you observe in your journal.

5. What does this person - or company, or market - want?

(Careful: they might not even know)

Intuition helps in figuring out what your investors, suppliers, employees, and customers want. Edward Johnson relied on intuition or his “gut feeling” when he thought of offering new investors check-writing privileges with Fidelity, a mutual fund business.

Getting in touch with your market

Get into I-Mode. This means taking the pulse of anyone or anything by putting yourself in the shoes of that person or thing. Einstein imagined himself as a ray of light in order to understand it. With “I-Mode” you can become a person, a market, a situation, a job, a company, a stock, an industry, or a product.

Consider what the other person wants, and make it an automatic reflex
Be aware of your own hidden agendas.
Notice the first three perceptions you have the next time you come in contact with a person. Ask what he or she needs right now. Use I-mode to become your target and ask questions from its point of view.

6. To focus your intuition, simply ask a question

Write your question down to give your intuition something more tangible to target. The act of writing something down forces you to be more conscious of what you are asking.

If you don’t know what to ask, focus on your outcome.

Don’t ignore distractions. These distractions may be a loud signal from your intuition.

Use blind experiments. The Envelope Technique is one wherein a friend writes the name of a person on a slip of paper and then places it in the envelope. This person should be someone your friend knows but it doesn’t have to be anyone you know. Report your impressions in as much detail as possible.

If you aren’t getting anything, make something up!

7. What do I want?

(You can - and should - have it all)

We should enjoy what we do for a living, otherwise we must always be on the lookout for something better and more in tune with our personal goals. Ask yourself:
How am I most marketable?
Where and how can I make the biggest contribution?
In what work environment will I be the happiest and most fulfilled?

To discover who you are or what you really want, focus on these questions:

What three activities would I do today if I could do anything I wanted?
What are the first three words that come to my mind?

Keep an interest scrapbook.

This is a collection of pictures, articles, information or objects that interest you. You will begin to see patterns and directions emerge from your scrapbook over time.

Rediscover your inner child. Ask questions like:

What toys attract you?
Which ones do you spend the most time playing with?
What can you offer the toy store to make it thrive?
What is your name?

The most important hidden agendas to uncover are our own.

Are we really negotiating for a deal or do we just focus on winning?
Are you looking for praise while you make your presentation?
Do you shoot down the idea or the person?

Reframe your goals

Work with your true feelings. If you are shy, but sincere, then use sincerity to sell your products or services.

Integrity means your conscious objectives work well with your day-to-day business. Just decide what you want, and acknowledge that over time, what you want may change.

8. Interpret what you report

Meanings may not always be obvious, so review your impressions from time to time. As you develop and gain new experiences, you’ll discover little things that escaped you earlier. Just like you notice new things upon second viewing of a film. Every time you review your impressions you may get a new idea. This is another reason it is important to keep an intuition journal.

9. What do I have - and want - to offer?

(It’s always more than you think)

Take stock of your different skills and talents. List every single skill and talent you have to offer and do not be modest.

Next, take your list of skills and talents and write a job description for yourself based on the list.

Figure out how to make this job description salable to what market.
You may discover that you can write corporate communications and for prominent individuals. Professional speechwriters earn as much as six-figures. You can unleash your hidden talent and make it profitable for you.

When you know what your interests truly are, you will be more open to learning. Many successful people are self-taught in their fields of expertise.

10. Create verifiable scenarios

It takes more than just intuition to see if your company’s competitor will launch a new product this year. You need to follow up a hunch with further questions. This is called intuitive reasoning.

You need to gather more information until a complete scenario forms in your mind.

Use time lines to mark important events in your scenarios.

Creating verifiable scenarios and time lines is based on the scientific method:

- Our intuition is like creating a hypothesis.
- We test the hypothesis.
- We verify our conclusions.

11. What is the best fit between my needs and the market’s?

(There’s always a creative solution to achieving integrity: the balance point where everyone wins)

Focus on your goal to answer the following questions:

- What am I selling?
- To whom?
- Over how much time?
- For how much money?

When objectives oppose each other, integrity is jeopardized and the system becomes vulnerable. Take a look at AT&T, which had to spin off its switch-manufacturing subsidiary in order to make itself more competitive. Its clients that would have bought the switching equipment were reluctant to do so because AT&T was in direct competition with them in the long-distance market. A year later, the spin-off, Lucent Technologies, became a whole system in itself, independent and free from the conflicting agendas of its previous owner AT&T.

When you have interpreted all your data, you will be ready to form a mission statement. It should include what you are offering, who your market is, and what it needs that you will supply.

Write down your own goal now.

It only takes a sentence to clarify what it really is.

12. Taking a look at your current decision-making process

Benjamin Franklin had a system for making decisions. He would tally the pros and the cons of a decision on a sheet of paper. It may be a little too simple in today’s Information Age, but the basic outline is this:
Decide on your goal.
Establish your priorities.
Gather and analyze the available information.
Weigh your options using numbers.
Tally the scores to decide which option is best.

To understand your own decision-making process, consider the following questions:

Did you approach them analytically or with your gut feelings?
Did the conclusions you reached analytically agree with the ones you reached from your heart? Which conclusion did you decide on in the end?
What were the internal and external conditions going on when you made the decision? How did you feel?
How long did the decision take? Was it a long period of thought and then a snap decision, or a snap decision followed by research to back it up?
Did you seek the advice of others?
Knowing what you know now, was your decision right?

The world is not a case study.

You can gather and analyze all the market research data you want, but it was intuition and gut feelings that led to the creation of the cosmetics company Hard Candy. A young student decided to mix white nail polish with dyes to create more pastels and interesting colors, simply because she couldn’t find any she liked, and her friends wanted some. It was intuition, not market research and focus group discussions— that led her to create unique names for her nail colors like Sissy, Dork, etc.

Besides:

There’s too much information today to handle.
The world has become too complex.
Gathering all the available information takes too long.
Our analysis is only as good as premises and reasoning.
Our analysis is only as good as our information.
Information becomes obsolete the moment it is gathered and tallied.

13. What steps must I take?

(You can plan for tomorrow today)

Your plan should address your defining questions. Be clear about what you want.
Back up your intuition with research and analysis.
Don’t keep your plan a secret. Use it to attract members of your team to realize your plan.
Long-term planning tends to be inflexible. Make allowances for changes.
Use your intuition to target the future in the moment.

Why wait for want ads when you can be proactive and invent a job for yourself?

Use the Mapping Technique to map out where you want to go, what you want to be, and by when. Make a map of an action plan that will lead you to the destination: your goal.

14. Maintain distance

It’s important to use intuition first, then logic, followed by emotion.
The less information you have about something, the more you’ll notice your intuition about it.

The importance of remaining detached

To give accurate readings and to keep your thinking clear, you need to strive for a detached perspective. First, know in advance the outcomes you want to avoid, and then entertain the possibility that you can handle even these unpleasant situations. You always have a choice.

Then realize any outcome is negative because of our limited knowledge and experience. We often assume an event is bad or unfortunate when it might be the best possible thing that could have happened.

15. How can I best present my self and what I am offering?

(To sell your product, or service, or skills, you have to “speak” in a language your market understands and responds to)

When in Rome, speak Italian.

You need to know how those in your target market express themselves. Staying in touch with your market requires intuition. Learn to speak their language and you have captured their hearts.

What do your instincts tell you before you meet a client?  
Do you feel nervous or calm before calling him up?  
What does the client look for?  
What is the limit of his budget?  
How do I as a professional need to approach this person?

You are the medium; therefore you are also the message.

The message you want to send out is conveyed by your personality.

Make a list of a few personalities you have. Perhaps you hold a tough meeting, but are a terrible lover?

Are you an adventurer?

Are you loyal to your friends?

Do you hold grudges?

Are you direct or do you beat around the bush?

Videotape yourself when you speak. Your hair, posture, and manner of dress tells volumes and is your own personal calling card.

When in a meeting, you need your intuition to sense the agendas of others to be able to better communicate your own.

When you enter the room, look at every person and see how they carry themselves: what they are wearing, how they are sitting. Your intuition will tell you how to respond to each person.
16. Integrating Intuition into your decision-making process

Never make a decision based solely on intuition. Use your logic, emotion, and intuition to make your decisions. How you combine intuition and analysis will vary depending upon the particular situation: whether you are buying a car, making an investment, choosing a career path, or dealing with a potential client.

Here is a list of situations where the conscious exercise of intuition will come in handy:

- When information is sketchy or unreliable.
- When anticipating the future.
- As a check on logic.
- To get the big picture.
- When I-mode is necessary.
- When time is of the essence.
- When suggesting the most promising areas to investigate logically because you have too many options and too much information.

17. How can I get others to help me?

(You have to understand and satisfy their needs too)

You cannot succeed in business without a team behind you to help you get what you have to offer to the market. Your team can also help you keep in touch with your market.

Are there personality conflicts in your team?

Are many people having personal difficulties?

Companies offering childcare at work have great intuition because they create in the worker an investment in the workplace that goes beyond the job.

Use meetings to build your team’s integrity.

One of the most helpful things you can say in a brainstorming meeting is that you want people to make mistakes!

This allows people to toss out random ideas without embarrassment.

18. The intuitive process as a system

Step 1 Begin with a body check to establish your center.

Step 2 Direct your intuitive attention with a carefully framed question.

Step 3 Report what you notice in response to the question.

Step 4 Interpret these impressions.

Step 5 Elaborate them to create verifiable scenarios.

Step 6 Verify your conclusions.
Step 7 Weigh them, along with your thoughts, and emotions.

19. How can I prevent others from interfering?

(Again, you must consider their needs)

Sometimes your enemies are obvious, and sometimes they are hidden, or you yourself could be your own worst enemy.
Align your agenda with theirs, but maintain your integrity.
Sometimes the other person IS out to get you.
Use the I-mode to see your competitor’s goals.
Is there any way to frame your goals to find agreement with theirs?
Turn the situation into a question.
As goals and situations change, so do your enemies.

20. Knowing how to act on your intuition

Things to keep in mind:

If the situation involves real danger act now, verify later!
Try to buy yourself some time.
Test the waters.
If you have nothing to lose, go for it!

21. How can I anticipate and overcome obstacles?

Ask people on your team but let them express themselves anonymously. This gives them a real chance to vent without punishment.

Strangers sometimes offer the best advice.

Use I-mode to become your business and ask yourself questions.

Last word

Review your plan and mission statement regularly.
Reassess goals in the light of your progress.
On a regular basis, ask yourself:

- In what ways has my situation changed?
- In what ways have my needs and priorities changed?
- In what ways has my environment changed?
- In what ways can I improve?
- In what ways has my market changed?
- What kind of progress have I made toward these goals?

Intuitive individuals succeed because they understand and respond to the simple fact that people need to work together to achieve their goals. Intuition gives you the information you need to make a difference and profit by being true to yourself.