

# **How to Use Your Intuition to Succeed in Life and Work**

Advice from a former corporate executive who  
spent too many years ignoring her intuition

**Caryn Reddick**

The Hand Detective

[www.CarynReddick.com](http://www.CarynReddick.com)

# CONTENTS

Introduction.....	Page 3
<b>Chapter 1: Overview</b>	
The four steps to intuitive decision making.....	Page 11
<b>Chapter 2: Question</b>	
Asking the right question.....	Page 17
<b>Chapter 3: Notice</b>	
Noticing what you notice.....	Page 23
<b>Chapter 4: Interpret</b>	
Interpreting the impressions.....	Page 28
<b>Chapter 5: Decide</b>	
Making a holistic decision.....	Page 30
<b>Chapter 6: Specific applications</b>	
Benchmarking.....	Page 32
Reading your target market.....	Page 33
Gathering competitive intelligence.....	Page 33
Forecasting.....	Page 34
<b>Chapter 7: The Law of Attraction</b>	
Attracting success.....	Page 36
<b>Chapter 8: Energy</b>	
Using energy for success.....	Page 39
Wrap up.....	Page 42

## INTRODUCTION

When I was working on my MBA, I learned a lot about the nuts and bolts of business: accounting, marketing, operations, finance, management, law, and ethics. We even studied how to use probability and statistics to make good decisions. Of course, these are all important tools, and anyone in business needs to know how to use them. I spent most of my career using these tools and they worked pretty well. Or at least I thought they did.

The reality is that most businesses fail. If you are reading this guide, I assume it is because you don't want to be part of one of those businesses. I understand. I don't either. That is why I wrote this guide.

### **Who is Caryn Reddick?**

I have spent almost two decades in the business world, most recently as Vice President of Marketing and Products for a software and professional networking company. I have worked in executive, leadership, and consulting positions with

companies of all sizes across almost a dozen industries. While working with these organizations, I noticed that many decisions based solely on data, quantitative analysis, or past experience did not generate great outcomes. Sometimes this resulted in a lot of wasted time, and sometimes it meant the end of those companies.

Out of frustration, I started to experiment with intuitive decision making tools and other ancient wisdom such as the Law of Attraction and the power of personal and group energy. What I found surprised me for two reasons.

First, I realized that I already used intuitive decision making tools all the time. In fact, I'd been using them all my life without even knowing it. How did I know my customers wouldn't like a new product we were discussing? What told me that a certain company would meet its demise? How did I know a certain project was a waste of time before it even started? Why did I always end up with people in my office asking for my opinion? I thought I was lucky, a good guesser, a con artist, or all three. Turns out I had a fine-tuned intuitive mind, and since I spent my entire life in the world of analytical thought and business, that's where I know how to apply it best.

Second, I was delighted to find that businesses operate just like people. I have long been a fan of the Law of

Attraction, which says that “like attracts like.” Businesses are organisms that have thoughts, feelings, wants, and goals. The people that make up a business each contribute their own energy, and that energy can either attract success, or repel it. I tested out my theories during 2009, as businesses around me either disappeared or flourished. What I learned about energy, the Law of Attraction, and why businesses succeeded was fascinating.

I have integrated my knowledge and research about the power of intuition with traditional business decision making processes to create a methodology for enabling successful business decisions and tapping into knowledge about your business that will give you a competitive edge. This process allows you to heal the problems that are keeping you or your company from being wildly successful.

### **How to use this guide**

I recommend that you read through the entire guide once to get an overview of how the process works. After that, you can pick and choose the tools that are most relevant for your business situation right now.

Chapter 1 provides an overview of the process, then Chapters 2 through 5 go into details about how to use each of

the steps. Although the process includes four steps, after you have used and internalized it, the steps will blend and you won't even know you are doing it. Chapter 6 describes some specific business situations you might find yourself in, along with tools you can use to get the intuitive information you need. Like the process itself, you will find that these tools become second nature. Chapter 7 applies the Law of Attraction to your business, then Chapter 8 dives deeper into energy to see exactly how this thing you can't even see could be sabotaging your business and professional success.

Most importantly, I recommend that you suspend judgment of these tools until you try them. Some of them may seem a bit “woowoo”, and I can understand that reaction. I am an engineer and a business person who has spent my life working with other analytical people, so I can empathize with your reaction. The good news is that I don't ask you to have faith in these tools – you will prove to yourself that they work.

## **What is intuition?**

Intuition is the direct perception of information independent of your five senses, which include sight, sound, smell, taste, and touch. Intuition is separate from traditional reasoning processes like data analysis or logic. Some people refer to intuition as their "gut instinct", although it is actually more measurable and testable than this phrase implies.

In the words of Dr. Martha Beck, best-selling author, life coach, and Harvard-trained sociologist, "your intuition has a more refined understanding of your right life than any other part of your consciousness." I believe that your intuition is one of the most important tools you can use to create the success you want in your life, career, and business.

## **Why business people don't talk about intuition**

Many of us have been taught that logical reasoning is the only way to make decisions. We believe we are making good, rational decisions because we can point to data that justifies them. When things go wrong, we blame bad data or bad luck.

I am trained as an engineer and have spent most of my career in corporate America, so I understand the value of logic, data analysis, and careful planning. However, after

working with many people and businesses, I have learned that intuition can allow you to make more holistic decisions which satisfy you and your market on a deeper level and create more abundant success. My philosophy is that there is a place for your head (logic) and gut (intuition) in every decision. You won't have to trust me on this point. If you apply the techniques in this guide, you will prove it to yourself.

Some people also are concerned that they may not be "intuitive". I believe that everyone is intuitive. It is just a matter of learning how to listen to, record, and interpret your intuitive information. Different people receive intuitive information in different ways. Intuitive information occurs to you very quickly, so it is important that you pay attention and notice your impressions before your mind begins to analyze and apply logic. Otherwise, your intuitive information can be overridden by your analytical mind and you won't even know it happened.

The techniques and exercises in this guide will help you "train" your intuition and find the methods that work best for you. You will also record your intuitive information so you can see when your intuition is not accurate. Like any new skill, correctly interpreting your intuitive information takes time and practice.

## **Why you should use intuition in business**

Ironically, business people don't actually use logic to make many of their business decisions. Sometimes we already know what decision we want to make, but we want analytical data to confirm our instincts. It can also take a long time to gather all the analytical data you believe you need, or you might be overloaded with too much data. This guide is about tuning the process so you can make good decisions, faster. Of course, I certainly don't recommend that you make major decisions without applying good sound judgment, so we will also explore how you can use all the relevant information to make holistic decisions.

You can use your intuition to gather information, resolve problems, explore options, find opportunities, and predict outcomes. Here are some real examples of business questions my clients have answered using intuitive information:

- What does my target market want and what will they pay?
- Should I leave my current position, and if so, what should I do next?
- Is it the right time to go back to work or start my own company?

- Should my company form a strategic alliance with another company, and if so, what is the most advantageous agreement?
- Which candidate should I hire?
- How much will I make on this investment?

Albert Einstein said that “the intuitive mind is a sacred gift and the rational mind is a faithful servant. We have created a society that honors the servant and has forgotten the gift.” Let’s heed Mr. Einstein’s advice and leverage the gift to create our success.

## CHAPTER 1

### Overview of intuitive decision making

Right after I graduated from college, I went to work for a large business consulting firm. My division sold and developed custom financial accounting software for large public utilities. I picked up the tools and the lingo pretty quickly, so a few months after graduation I was working directly with clients. I helped them define their requirements, and then I developed the software and trained their staff on how to use it.

My boss was the project owner for one of our largest clients, and he asked me to begin traveling with him to their site to help him move an existing project along more quickly. I knew this was a high profile project, and I was excited to be involved. But since I was basically just a kid right out of school, I spent a lot of time worrying about how I could appear more mature in the eyes of my new client.

My first day on site, my boss held a meeting with all the stakeholders to discuss the status of the project. To say these senior finance executives, controllers, and accountants were

serious was an understatement. My boss asked the questions they expected, listened intently, and took good notes. I left the meeting with respect for my boss and what I believed to be a good understanding of what we needed to do.

We went back to our makeshift office in a conference room and began discussing how we would implement some of the client's requirements. We had been working independently on different parts of the software for about an hour when my boss suddenly stood up and started pacing around the conference room. Then, to my horror, he intentionally dropped to the floor, stretched out, then started rolling around on his back and mumbling unintelligible nonsense.

A better person would have been concerned about my boss's health and safety, but instead I quickly scanned the glass wall to see if anyone was watching. This was my first high profile project, and I didn't want anyone to see THIS. After about two minutes, my boss stopped rolling around, got up, and calmly sat back down at his computer. I stared. He explained: "I wasn't thinking about this the right way. I needed to shake things up and get a different perspective. It's much clearer now." At the time, I didn't really care about his explanation – I was just glad nobody had walked by. So much for maturity...

Almost two decades later, I realize that my boss was on to something. While I won't be suggesting that you roll around on the floor or humiliate yourself in front of clients, coworkers, employees, or customers, using your intuition will require that you think about things differently and open your mind to new ways of gathering information. You will need to challenge your preconceived notions of how good decisions are made, what information can be valuable when you are making decisions, and how you could be missing or ignoring critical information.

You probably already analyze data, assess your professional progress, look at what your competitors are doing, talk to your customers, and maybe even discuss your concerns with colleagues to help you make decisions. Those are all useful activities, but they aren't enough. When you also leverage your intuition, you are now making what I call "holistic decisions" which take into account information that is not available via logic or analysis.

Although intuition is not linear, there is a very specific set of steps you can follow to leverage your intuition as you make business decisions. This chapter provides a brief overview of these steps. The next four chapters go into more detail and provide specific examples of how my clients have used this process.

## **The steps in the intuitive decision making process are:**

- 1. Question**
- 2. Notice**
- 3. Interpret**
- 4. Decide**

Steps one, two and three allow you to surface the intuitive information you need. Then, step four helps you use sound judgment when leveraging this information to make important decisions. I do not recommend that you skip any of the steps, although you will learn to blend them together with practice.

### **Step 1: Question**

This is the most important step. If you do not ask the right question, you will not get a good answer. If you are ever unsure about the information you are receiving from your intuition, always check to make sure you have asked the right question. Most of the difficulties with using this process are a result of asking vague, complicated, or compound questions.

### **Step 2: Notice**

In this step you will begin to tune in to your intuitive mind. I like to describe this process as “knowing what you already know” because tapping into your intuition is not about learning new information – it is about noticing and documenting impressions you are aware of but to which you may not normally pay attention.

There are many ways you can notice intuitive information. You might receive intuitive information through visual images or sounds, via your sense of smell or taste, through sensations in your body, through feelings or emotions, or even through physical reactions such as nausea, headaches, body aches, or a sense of lightness. You may also have a sense of energy in the body. You will learn which ways work best for you as you practice the techniques throughout this guide.

### **Step 3: Interpret**

Once you have documented your observations, you are ready to begin interpreting them. Your interpretation may not make sense immediately, but if you step away from it for a while you will find that it will become clearer. During this step, it is important to differentiate between interpretations and emotional attachments. Intuitive information will make you feel

calm, while emotions may make you feel agitated, anxious, or excited.

#### **Step 4: Decide**

Now it is time to pull it all together to make a holistic decision. Verify your intuitive impressions in the “real world” if possible. This is the time to use reports, analysis, or research. Your analytical data can help you verify your interpretations or provide a reality check. Interpretations that seem to encourage you to harm yourself or others are almost always something other than intuition and should be treated with extreme suspicion.

## CHAPTER 2

### Question

I know a life coach who earns over two million dollars each year just by asking really good questions. Very wealthy people pay her not to give them advice, but instead to help them come up with their own answers by asking questions that hit the nail on the head. This chapter is all about how you can come up with the type of questions that allow your intuition to create success.

When you are trying to improve your business or professional life, you need to be very specific about asking for the information you need to assess your situation and make a good decision. For example, one of my clients was concerned about a slow decline in her customer base. We discussed the intuitive decision making process, then she spent the next week noticing what her intuition was telling her. When we met again, she was very frustrated. “All I get is a bunch of nonsense,” she said. “My intuition seems to be sending me in a million different directions. I don’t think this is going to work.” I asked her to start at the beginning and tell me what question she was asking.

“Well,” she said, “of course I’m asking ‘What am I doing wrong?’” While this seems like a valid question, it is actually too vague. When you ask vague questions, you tend to get vague or scattered answers that are difficult to interpret. I asked her to try some alternative questions, such as “What do my customers want right now?” or “How can I best satisfy my customer’s needs?” After using these questions, she was able to narrow in on some specific ways she could improve her services and increase her market share.

Here are some examples of business situations and their associated questions:

- Situation: Losing market share.
- Good question: What do my customers want right now?
- Vague question: What am I doing wrong?
  
- Situation: Losing good employees.
- Good question: How can I retain my best employees?
- Vague question: Why are my employees unhappy?
  
- Situation: Need to hire a new employee.

- Good question: Which candidate should I hire?
- Vague question: What kind of qualities should I look for in a candidate?

Notice that the good questions allow your intuition to focus on a specific answer that will drive a specific decision or set of decisions. On the other hand, the vague questions can allow your intuition to explore too many angles. This may be interesting, but it won't help you make better decisions quickly.

In addition to asking non-vague (specific) questions, your questions should also be honest, well intentioned, singular, and actionable.

- Specific: As illustrated above, determine what information you need to make your decision and ask for it in a specific, succinct way. For example, asking "What does my target market want?" is better than "What will make my business successful?" because the former is more specific than the latter.

Having said that, there are times when broad, open ended questions can be just what you need to crack a tough problem. For example, sometimes

asking the vague question “How can I best market my company?” rather than “How can I drive more traffic to my website?” can be a good way to think outside the box and find alternative ways to solve a problem. In this case, you are using your intuition as a form of brainstorming (see Chapter 6 on Specific Applications).

- **Honest:** What do you really want to know? This is not the time to worry about whether you sound impressive, smart, or thoughtful. If you worry about how your questions sound you will not be focused on getting the information you want. Let’s say your real question is: “How do I get more traffic to my web site?” You will get better results with this direct question than you will if you ask a watered-down version such as “How can I best market my company?”
- **Well intentioned:** Focus on making your business better without harming anything or anyone else. For example, “How can I best compete with Company X?” will be more successful (and more ethical) than

asking “How can I ruin Company X?” You should focus on the positive if you want positive results. See Chapter 8 for more about this topic.

- Singular: If you have more than one question, you should consider each question separately and apply steps two and three rather than asking compound questions. For example, “How can I best compete with Company X and will my new product increase my market share?” should be split into two separate questions.
- Actionable: Make sure your questions are related to what you can do rather than how you can get someone else to do something. You can make decisions about how you run your business, but you can’t make decisions for other people. For example, “What do my customers want right now?” is more actionable than “How do I get my customers to buy my products?” because the former allows you to take action, while the latter requires your customers to change their behavior. In Chapters 7 and 8 we will discuss ways you can influence your business world

with energy, but in general, you should keep your questions focused on actions you and your business can take.

## CHAPTER 3

### Notice

Now for the fun part! In this step, you will notice and document your impressions after focusing on your question. Intuitive information can come to you in many ways. Here is a brief, and certainly not complete, list of ways you might notice information:

- Visual images
- Sounds
- Smells
- Tastes
- Sensations
- Feelings
- Emotions
- Physical reactions (e.g., nausea, aches, lightness)
- Increase or decrease in energy
- Variations in heart rate or rate of breathing

You will learn which ways work best for you as you practice the techniques throughout this guide.

### **Exercise: Notice what you notice**

State your question clearly then notice where your attention goes. Nothing is unimportant. Do you notice something outside your window? A painting on the wall? The sound of cars outside? A feeling in your stomach? The smell of paint? Record everything you notice, even if it does not seem to be relevant to your question. Write quickly or use an audio recording device. Do not interpret or censor your information. You will interpret this information in step three.

### **Numbers and dates, oh my!**

Numbers and dates can be some of the most difficult information to notice. If you are having difficulty interpreting numbers or dates, try thinking of them in relative terms. This allows you to hone in on information by eliminating an entire group of options. For example, do you feel like the date is before or after this coming Tuesday? Is the number smaller or larger than 100? Is the stock price going up or down from a certain price on a certain date?

## **Intuitive brainstorming**

Instead of simply noticing what you notice, you can also practice an intuitive version of brainstorming. Ask your question, and then challenge yourself to “use your imagination” or “say the first thing that comes to mind”. This technique also works very well with groups.

## **It's all in your hands**

If you are stuck, try holding an object that is related to the question. You could try holding the keys to your office and see what you notice. You can also hold a competitor's product or any document related to the question. Just make sure you are focused on your intuitive mind when you make your observations rather than describing the object itself.

## **Your body, the reliable intuition-meter**

Your body is almost always more intuitive than your mind. Often, your body will give you instant information about your question or a situation in general. One of the easiest ways to leverage your body is to use it when trying to decide whether you should take a certain action, such as accepting a new client or project, working with a business partner, or leveraging a marketing strategy.

### **Exercise: The body compass**

I've adapted this exercise from the excellent work of Dr. Martha Beck, the popular author and life coach. To get started, spend some time thinking about tasks you like and tasks you absolutely hate. Notice how your body feels when you think about tasks that you like versus those you dislike. You are looking for actual feelings in your body, such as lightness, heaviness, relaxation, tightness, openness, or pain. Once you have determined the feelings that are associated with things you like and dislike, you can use this information to help you make decisions. If you experience those same feelings in your body when you contemplate certain courses of action, you can bet that your intuition is trying to tell you something important.

For example, let's say you are considering a partnership opportunity. When you think about the opportunity, your body feels like it does when you think about something you dislike. This feeling is probably your intuition warning you about this opportunity.

While your analytical mind is relatively slow, your intuitive mind is very quick. You will need to notice and document your information very quickly. If possible, use an audio recording device to document your observations since you may not be able to write quickly enough to keep up with the stream of information. Record everything, even if it does not seem relevant to your question. Interpretation is next – for now, just note what you notice.

## CHAPTER 4

### Interpret

Once you have documented your observations, you are ready to begin interpreting them. For example, let's say your question was: "What skills will be important in my new position?" After asking this question, you notice a bird outside your window coming back to its nest with food. You might interpret this observation as the need to leverage your skills as a competent and nurturing manager to provide training and mentoring for your team. Or, you may interpret this observation as the need to successfully manage a new project so you can launch a new service offering. Your interpretation will vary depending on your unique situation.

Sometimes your interpretation may not make sense immediately. You might find that your observations do not answer your entire question. If so, return to your interpretation later to see if it makes more sense or try to add more observations to complete your answer.

During step three, it is important to differentiate between interpretations and emotional attachments. In general, intuitive information should make you feel calm or peaceful, while emotions may make you feel agitated, anxious, or excited. If the situation surrounding your question is emotionally charged for you, or there are significant risks or rewards involved in the decision, you may want to consider leveraging an a trusted colleague who can provide a more detached interpretation of your observations.

## CHAPTER 5

### Decide

Now it is time to pull it all together to make a holistic decision. Verify your intuitive impressions in the “real world” if possible. Leverage analytical data in the form of reports, analysis, or research. Your analytical data can help you verify your interpretations, or possibly provide a reality check if your interpretations are bizarre, unrealistic, or dangerous. Interpretations that seem to encourage you to harm yourself or others are almost always something other than intuition and should be treated with extreme suspicion.

It is important to realize that some good decisions generate what appear to be undesired results. There are many ways to reach your goals, and sometimes a certain result may be necessary to bring your business or professional life to the long term success you desire. On the other hand, bad decisions can deliver good short term results that are unsatisfactory in the long term. I encourage you to measure the success of your

business decisions from a holistic, long term perspective rather than considering each decision separately.

## CHAPTER 6

### Specific applications

The process provided in Part 2 is a simple and powerful way to leverage your intuition. The applications in this section provide some additional tools you can use in specific business situations. Use these tools during the Notice step of the process.

#### **Benchmarking** (a.k.a. channeling)

Don't worry, you won't be talking to dead people. Contrary to what you might think, channeling is similar to the business concept of benchmarking. For example, if you need to make an important decision, you can channel a person or company which has successfully made a similar decision in the past. Just consider a question such as, "What would this person/company do in this situation?" or "How would this person/company respond?" Note your impressions and interpret them as you normally would to leverage the expertise of those who have already been there and done that.

## **Reading your target market** (a.k.a. telepathy)

Telepathy is the process of communicating with another person without traditional methods of contact. This technique is helpful when you are trying to get in touch with your target market. You can pretend to be a member of your target marketing and ask:

- What do I want to be doing right now?
- How am I feeling?
- What do I want?

Note your impressions, even if they seem unrelated to your question, and interpret them to get a better understanding of your market. You can do this exercise with a group to gather even more detailed information.

## **Gathering competitive intelligence** (a.k.a. remote viewing)

Remote viewing allows you to see what is happening in another location. This technique is helpful for gathering competitive intelligence or market data. For example, if you are trying to understand a competitor's strategy, you could ask yourself:

- What is going on at my competitor's office right now?

- What does their structure look like?
- What does their work space look like? How does it feel?
- Where am I when I think of my competitor?

You will achieve better results if you focus on your strengths versus your competitor's weaknesses. Afterward, interpret the information you get. You can also try this technique when you are looking for a job, meeting with a potential partner, or completing due diligence on a company.

### **Forecasting** (a.k.a. precognition)

Precognition is the ability to see the future. No crystal ball required! You can use this technique by imagining that you are living in the future at a time when your decision has already been made. You can ask yourself questions such as:

- Where am I?
- What is going on?
- How did my decision affect me?

While it may seem a bit farfetched to think you can “see” into the future, you may surprise yourself with the amount of

information you can gather if you relax and have fun with this technique.

## CHAPTER 7

### The Law of Attraction

During 2008 and 2009, many businesses in my beloved San Jose community closed. I had come to love my neighborhood, so each new closing felt like losing a friend, even if I wasn't really a patron the unfortunate company.

I spent a lot of time trying to figure out what the successful businesses had in common. Here is what I came up with:

1. **Happy employees:** One of my favorite small businesses here in my community almost always has at least three or four employees on the premises... the funny thing is that typically only two of them are actually supposed to be working. The others are there just because they want to be there. Some business owners seem to have forgotten that if their employees don't want to be there, neither will anyone else.

2. **A good product:** Right now, people are spending money on things they really WANT that help them achieve their GOALS. People don't want the same old junk – they want something that represents who and what they are and/or want to be.
  
3. **Confidence:** Taking the same old mediocre product (see #2) and putting it on sale won't help. If you always have big red “sale” signs in your window or on your website, we know that really means you want to get rid of your unattractive merchandise. I'm not saying discounts are bad, just that excessive amounts of them make you appear desperate, which is not attractive.

After I put this list together, I was happy to find that it aligns very well with the Law of Attraction. According to the Law of Attraction, “like attracts like.” What you get in life is directly correlated with what you send into the world via your thoughts and beliefs, which are just a form of energy. If you focus on what you want, send out positive energy (thoughts), and act with intention, you can attract what you desire.

To apply this to my list above:

1. Happy employees → Having positive employees who attract positive customers who spend money
2. A good product → Offering something wonderful to attract something wonderful
3. Confidence → Believing that you offer something wonderful

What happens if you do all these things? Well, you send out positive energy. And like attracts like. So, when it comes to attracting success, a business is no different than a person. A business is an organism that projects positive or negative energy, which then allows it to attract success (or not).

Is this an oversimplification? Maybe... or maybe not.

## CHAPTER 8

### Energy

Whether you are focused on using your intuition to improve your career or your business, working with your energy is an important part of attracting the success you desire. From a business perspective, a company's energy is really just the sum of the energy contributed by each employee.

Your energy, or that of your company, is based on your intentions and whether your actions are aligned with those intentions. If your intentions are not in the best interests of your market, a prospective customer, or a potential employer, trust me, they know.

If you find that your attempts to leverage your intuition are not resulting in decisions that lead you to success, check to see if you are guilty of any of the following:

- The focus is on creating someone's failure rather than your success.
- There is a desire to "force" your market to buy what you have rather than focusing on what they need.

- Employees within your organization are not clear on the company's intentions and guiding principles, or different departments have different intentions.

If any of these scenarios ring true for you, try adjusting your intentions to focus on positive goals that aim to make your business world better. While the idea of mission statements can sound a bit dated, there is a huge intuitive benefit: You align your energy and that of employees so you are sending the right message to the world. Projecting confusing or conflicting energy will just distract or repel your target market.

If you want to see the effect of energy, try this simple exercise to see how focusing on something untrue can affect your energy:

### **Exercise: Negative resistance**

Find a person to help you with this exercise. Hold your arm in front of you parallel to the ground. Think of a very brief statement that makes you happy or that is absolutely true for you. Ask the other person to try to push your arm down toward the ground as you try to resist and say this statement out loud at the same time. Now repeat this exercise while saying

something that is not true. Did you notice a difference in your ability to resist the other person?

## WRAP UP

I hope you are convinced that intuition and business really do mix. I'll close with a quote that I believe sums it up well:

“Knowledge has three degrees—opinion, science, illumination. The means or instrument of the first is sense; of the second, dialectic; of the third, intuition.”

-- Plotinus, philosopher