

CHAPTER 15

Instincts/Intuition





Nature

Newly hatched baby sea turtles don't use MapQuest to find their way to the sea. And even if they could they wouldn't because they were born with something more powerful and much easier to access ... their instincts.

Business Lesson

In general most business leaders feel uncomfortable if an individual who reports to them doesn't follow a systematic process of rational thought for a decision or a recommendation they have proposed. However, the most recent research that appears in Malcolm Gladwell's book *Blink* (2005) reveals "truly successful decision making relies on a balance between deliberate and instinctive thinking". So, for better business decisions and better results keep doing what you've been doing but trust your instincts, as well.