

Application Guide

THE POWER OF INTUITION WITH HOLLY GODDARD



BOTTOM LINE:

Intuition is a valuable asset for leaders, enabling them to make decisions in situations where information may be limited. Leaders should learn to trust and lean into their intuition while also balancing it with data and analysis to make well-rounded decisions.

KEY TAKEAWAYS

I. Understanding Intuition vs. Instinct

- A. **Intuition** is a feeling based on cognitive knowledge and past experience. It's the ability to know something without knowing why. You're sure, but you can't necessarily defend why you're sure.
- B. **Instinct** is a physical response triggered by events in the physical world.
- C. Leaders should recognize that intuition is valuable and should not be dismissed or ignored.

II. Leveraging Intuition as a Leader

A. Trusting Intuition

- 1. Intuition helps leaders make decisions in situations where they lack complete information.
- 2. Leaders should learn to trust their intuition, even when all the information is not available.
- 3. Intuition can be a valuable tool for making quick decisions and taking action in time-sensitive situations.

B. Intuition in Men and Women

- 1. Women tend to rely more on their intuition in leadership, as they are often more socially sensitive and emotionally attuned.
- 2. Teams that have more women than men tend to come up with better solutions and make more creative decisions.

III. Making Intuition Actionable

A. Ask, "Is there a tension that deserves my attention?"

- 1. If something bothers you about an option, let it bother you. Don't reason it away. Bring it front and center whether you have a reason or not.
- 2. In group settings, valuable discussions can spring from expressing a feeling of unease without specific justification. ("Something about that doesn't seem right, but I don't know why.")

B. When you catch yourself selling yourself on an idea, hit pause.

- 1. When you start selling yourself on something, odds are you're reasoning your way past your intuition.
- 2. You rarely have to sell yourself on a good idea.

C. Don't confuse ambition and intuition.

- 1. Ambition can overpower and silence intuition, so leaders should be aware of this and balance both.
- 2. Ambition feels like "I want." Intuition feels like "we should." Ambition is always connected to an appetite for something or an "I want to," but intuition feels like a moral imperative. It's an "I ought to."

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D. Discover who has intuition for what and include them in relevant decisions.

1. Identifying individuals with strong intuition and including them in decision-making can enhance the quality of decisions.
2. The organizational chart may not always reflect who the best decision-makers are, so leaders should consider experience and learning as valuable factors.

E. Make meetings “first-impressions-matter zones.”

1. Leaders should create a space in meetings where first impressions are valued and encouraged.
2. Extroverts tend to share their initial impressions, which are often valuable.
3. Others should be prompted to share their initial thoughts without overthinking or analyzing too much. Simply ask your introverts, “what’s your reaction to that idea?”

QUESTIONS FOR REFLECTION OR TEAM DISCUSSION

1. How comfortable are you with trusting your intuition in decision-making? Can you recall a situation where your intuition proved valuable?
2. How can you create a culture in your organization that values intuition alongside data and analysis?
3. How can you strike a balance between intuition and information in your decision-making process to make more effective and well-rounded decisions?
4. How can you leverage the diverse perspectives and intuition of individuals within your team to enhance decision-making?

RESOURCES MENTIONED

[*Blink: The Power of Thinking Without Thinking*](#) by Malcom Gladwell

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