



In search for meaning: how do you recognize intuition?

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<https://www.youtube.com/watch?v=c6X9-br--jM>





What did you see?

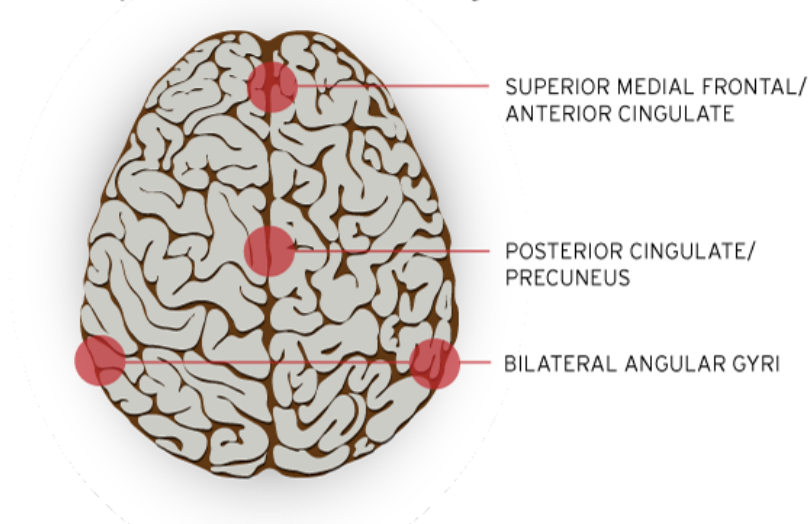
- Attributing choice towards intuition
- Contradicting advice
- Hearing a voice
- Courage
- Experience with making decisions important
- Intuition related to what he wanted to do – affectively charged





Two neural systems:

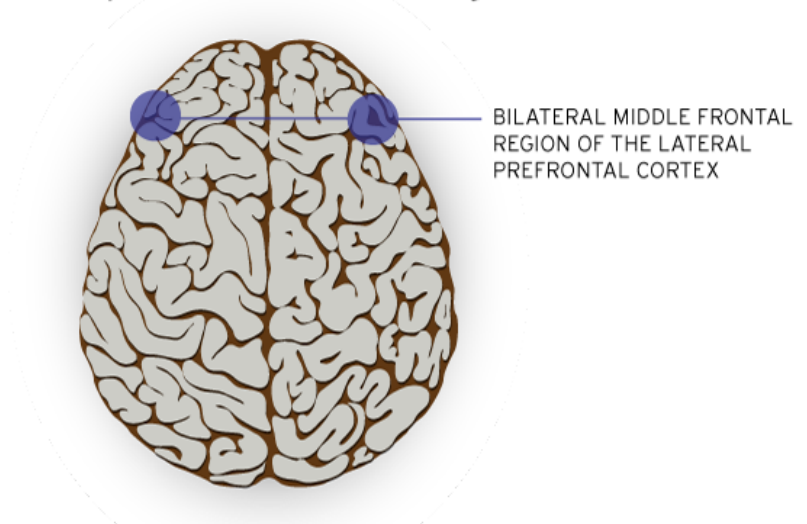
Areas of the Brain Affiliated with System 1 Processing



SYSTEM 1 CHARACTERISTICS

- Holistic
- Emotional; pleasure-pain oriented
- Behavior mediated by “vibes” from past experiences
- Encodes reality into concrete images, metaphors, and narratives
- More rapid processing; oriented toward immediate action
- Self-evidently valid; “experiencing is believing”

Areas of the Brain Affiliated with System 2 Processing



SYSTEM 2 CHARACTERISTICS

- Analytical
- Logical; reason oriented
- Behavior mediated by conscious appraisal of events
- Encodes reality in abstract symbols, words, and numbers
- Slower processing; oriented toward delayed action
- Requires justification via logic and evidence

From Farrell, Goh, and White (2014)





Current definition intuition

Affectively charged judgment that arises through rapid, holistic and unconscious associations

(Dane & Pratt, 2007: 40)





Focus on time-pressed situations

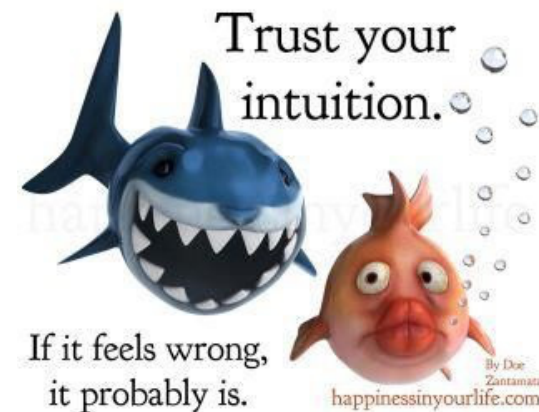
- Situations that fuel intuition are characterized as uncertain, complex, undefined and time constrained.
- Empirical examination in emergency or time-pressed situations for nurses, managers, firefighters and police officers (e.g. Klein, 1999; Langan-Fox & Vranic, 2011)
- Limited detailed accounts of organizational decision-making with less clear time constraints.





What if you have more time?

- How could you still attend intuition?
- How do you recognize intuition in these situations?
- How do you experience it?





Mode of reception is a personal matter:

- Role of the body and other modes of reception in these experiences unclear (Dane & Pratt, 2007; Agor, 1986)
- Intuition could be knot in the stomach (Hayashi, 2001)
- More research needed into the experiential nature of intuition





Exercise intuitive experience

- Silently try to recall an intuitive experience
- Discuss your experience in groups of 4:
 - ✓ Can you describe how and where you experience it?
 - ✓ What else was relevant in this experience?
 - ✓ Was this experience meaningful? Explain.
- Share your conclusions with the group





Wrap up

- Description of nature of intuitive experiences
- Other elements that were relevant in the experience
- Meaningfulness of experience?



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.

-Albert Einstein



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Thank you. Questions?

For questions or (thesis) interest, contact me at:
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For further reading:

- *Exploring intuition in management*, Dane & Pratt (2007),
- *Misinterpretations of intuition*, Sinclair (2010)
- *Educating Intuition*, Hogarth (2001)
- *Thinking fast & slow*, Kahneman (2011)
- *Unconscious thought theory*, Dijksterhuis (2006)
- *Awakening intuition*, Vaughan (1979)

