

Book Submission Guidelines

Book project “Intuition in Action” (working title)

This groundbreaking book focuses on intuition in action. It features contributions from 100 female leaders. Each participant has been invited to share a specific instance where trusting their intuition led to an unexpectedly successful outcome.

Albert Einstein said: *“The intuitive mind is a sacred gift and the rational mind is a faithful servant. We have created a society that honours the servant and has forgotten the gift.”*

The idea of “women’s intuition” is a persistent stereotype, but regrettably it’s often used to dismiss women’s intelligence or belittle their achievements. This project aims to honour the gift and legitimise intuition as a professional skill, by showcasing a plethora of real-life examples from accomplished female leaders.

What is intuition?

Intuition is an immediate and instinctive understanding (or insight) that arises without conscious reasoning.

Psychology Today has published research suggesting that intuition is an innate human capacity, present from birth. Since intuition quickly synthesizes vast amounts of complex data to generate solutions that go beyond conscious awareness, many experts also consider intuition to be the highest form of intelligence.

It has been suggested that the brain’s intuitive ability to sift deeply and efficiently builds on past experiences, accumulated learning and subconscious cues.

Your contribution

Share: a time when you made a decision based on intuition, that data alone couldn’t resolve

- What was the situation?
- How did you recognise it as intuition? (for clarity, see p2)
- What was the business outcome? (find inspiration from others on p2)

Word count: 250-500 words

Format: choose the option you prefer

- Submit a written piece OR
- Send a voice recording (which I will transcribe on your behalf)
- Light editing assistance is available, if you need it

Deadline: see email confirming your participation

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Recognising intuition

In his book **Thinking Fast and Slow**, **Daniel Kahneman** writes “intuition is nothing more and nothing less than recognition”. People’s experience of intuition varies widely...some speak of a gut instinct; a gentle whisper or inner voice; a subtle internal nudge; a deep sense of conviction; or a sudden unmistakable knowing (hunch).

Others report having a premonition (déjà vu); feeling something touch them; or being inexplicably drawn towards one option over another. Since intuition is an instinctive awareness, your experience of intuition is whatever feels true to you.

Examples of beneficial business outcomes, sparked by intuition

My executive clients frequently share their “intuition wins” with me! Here are some examples to inspire you:

- **Disaster averted**...saved a colleague, who in a moment of desperation tried to take their own life
- **Harm avoided**...pulled out of a deal which turned disastrous for the two businesses who went ahead
- **U-turn**...hired the unlikely candidate at the last minute, then watched him develop an innovative solution which secured a partnership to revitalise our brand’s market presence
- **Snap decision**...opted for the “safe” choice, only to see the alternative provider go bust a month later
- **Lightbulb moment**...marshaled an internal reshuffle (when the rest of the board favoured outsourcing) and saved the business >\$100,000
- **Hunch**...accepted a job offer in a start-up company, went through the IPO and paid off my mortgage
- **Flash of insight**...instantly understood with whom the rumour started, quickly isolated the bad apple
- **Creative flexibility**...came up with a whole new strategy which brought in our biggest sale of the year
- **Novel inspiration**...can you believe my book idea actually came to me in a dream!
- **Breakthrough**...pulled in our first million dollar deal, thanks to a consultation with an intuitive strategist
- **Confidence surge**...impulsively spoke out for the first time ever in a meeting, accidentally impressing someone from another department and landed a position on my dream project
- **Tuned in**...unexpectedly glimpsed my true purpose and ultimately changed career path, even though nobody backed my decision (until they saw which company I joined!)
- **Keep the faith**...someone close passed over, then appeared in a vision with clear instructions for a pivot which opened up a whole new market for our business