

# **The Power of Intuition Rely on It!**

John Purkiss. Media Hungary. May 9, 2017

# John Purkiss



- Economics degree, banking, MBA, management consultancy
- Learned mindfulness in 1996 and Transcendental Meditation in 2002
- Recruits chief executives, finance directors and other board members
- Books: *How to be Headhunted*, *Brand You*, *The Power of Letting Go*
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# Intuition is about *not* thinking



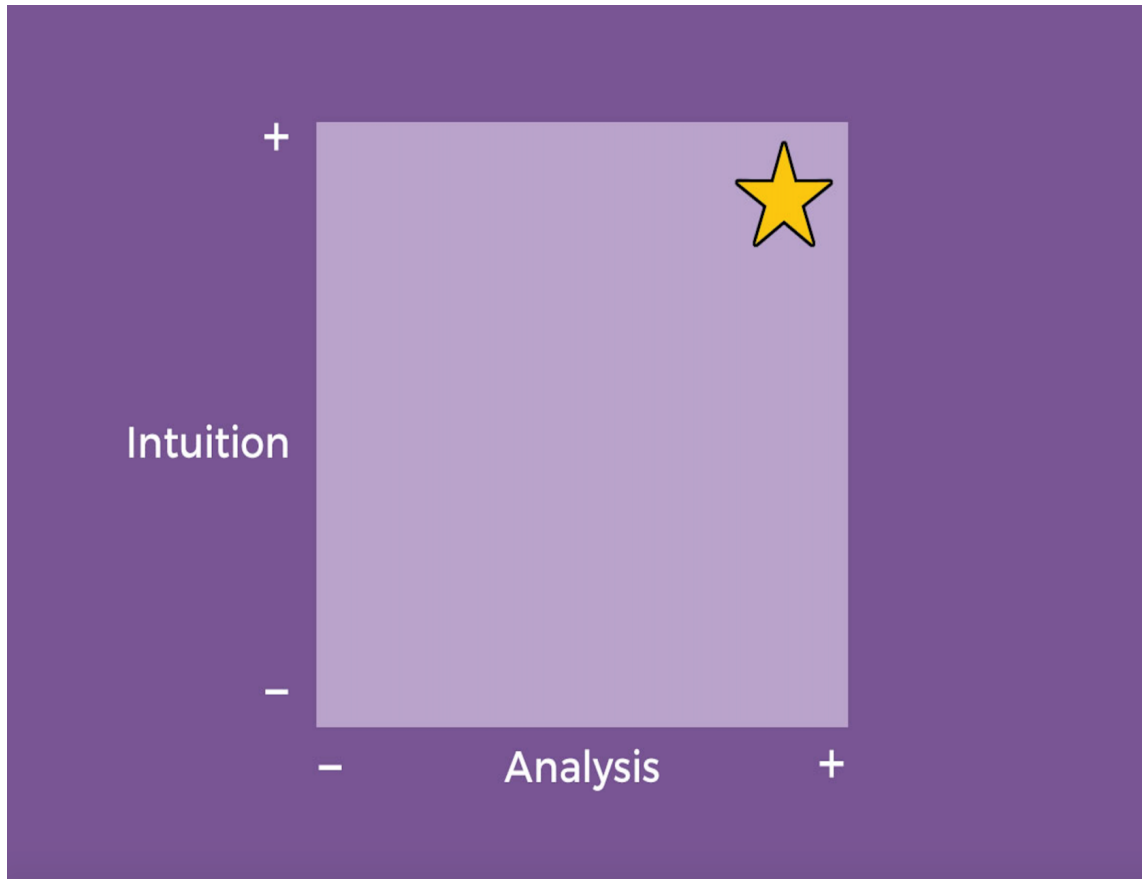
“The ability to understand something instinctively, without the need for conscious reasoning.”

Wikipedia

“Immediate insight without reasoning.”

Encarta World English Dictionary

# We need both analysis and intuition



Examples:

- Hiring staff
- Dating

# Intuition is good for business



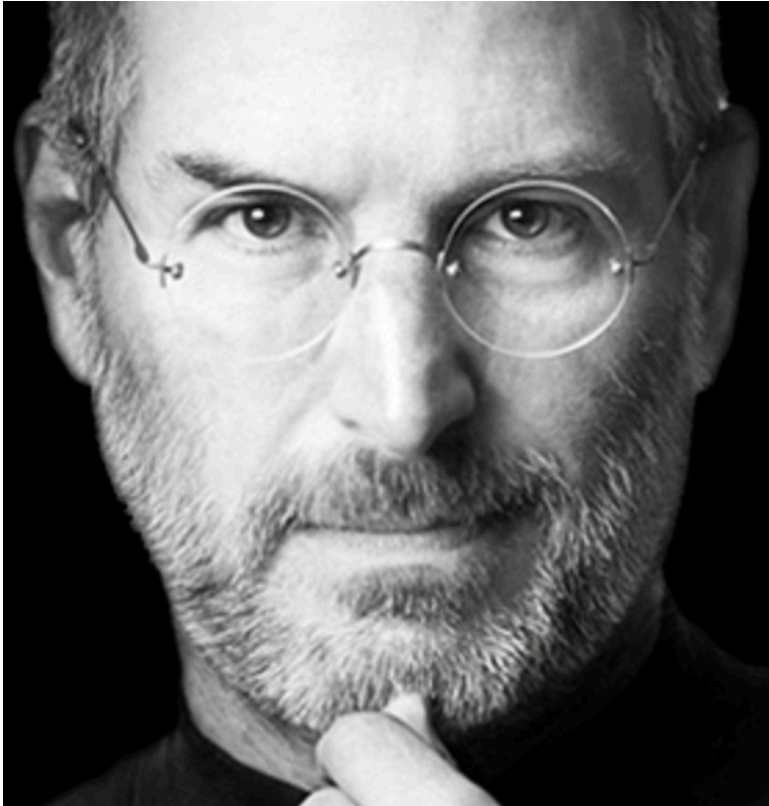
“My business skills have come from being guided by my inner self — my intuition.”

Oprah Winfrey

# Two Explanations for Intuition

1. Spotting patterns (the adaptive unconscious)
2. Creating space (pure consciousness)

# Steve Jobs practised Zen meditation



"If you just sit and observe, you will see how restless your mind is. If you try to calm it, it only makes things worse, but over time it does calm, and when it does, there's room to hear more subtle things — that's when your **intuition** starts to blossom and you start to see things more clearly and be in the present more. Your mind just slows down, and you see a tremendous expanse in the moment. You see so much more than you could see before. It's a discipline; you have to practice it."

Walter Isaacson, *Steve Jobs*

# David Lynch practises Transcendental Meditation



“I meditate once in the morning and again in the afternoon, for about twenty minutes each time. Then I go about the business of my day. And I find that the joy of doing increases. **Intuition** increases. The pleasure of life grows. And negativity recedes.”

*Catching the Big Fish -  
Meditation, Consciousness, and Creativity*



# How to develop your intuition



**Let's keep in touch!**

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