

Intuitive Thinking[®]

ACTIVE PROGRAM



INNOVATION THROUGH INTUITION

We teach leaders to master intuition and to apply it
to the disciplines of innovation

Intuition is the spark of breakthrough innovation

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Dear Friends,

I'd like to thank you personally for taking the time to learn about Intuitive Thinking®.

We have entered into times of great uncertainty and unparalleled change. At all levels we operate, we need to reinvent the way we do things. In this context, analytical thinking is still necessary but it is no longer sufficient.

Analytical thinking is in fact the perfect way to manage the status quo in times of stability, when the future is based on the linear evolution of the past. But in times of profound change it is intuitive thinking that helps us foresee the future.

To be successful in the face of such a “complex world” we must develop a new mindset. A holistic mindset in which our two minds - the analytical and the intuitive - come together to produce a new type of creative, profound and agile thinking.

Achieving self-fulfillment in life and at work will depend on our ability to develop this mindset. We will be at the forefront by your side in this mission.

Best regards,

Marco Bassani

Founder of Intuitive Thinking®

Intuitive Thinking: a new mindset for a new era

Scientists have found that our cognitive system is divided into two minds: the *intuitive mind* and the *analytical mind*.

Intuition is crucial in the disciplines related to innovation, such as creativity, strategy or decision making. However today academic trainings are only on an analytical basis.

We teach leaders to **master intuition and merge it with analysis** to help them develop the tools and the mindset to thrive in times of rapid change.

Diagram to the right:
The intuitive mind is fundamental when it comes to working with the future and the unknown, as in the case of the disciplines related to innovation.

CREATIVITY AND PROBLEM SOLVING

The *intuitive mind* detects patterns and opportunities and connects seemingly unrelated ideas that will lead to breakthrough innovations.

STRATEGY

Strategy is all about future. While analytical thinking processes data from the past, it is intuition that allows us to work with the unknown.

DECISION MAKING

"In real life you find that even after you gather all the relevant information, there is still a gap, a part that you cannot neatly calculate. And that's where you have to add your intuition, to make your final decision and go ahead."

Jan Carlzon, SAS airlines CEO

FUTURE FORECASTING

"Intuition is at the basis of 'prospection', the ability to imagine and plan the future."

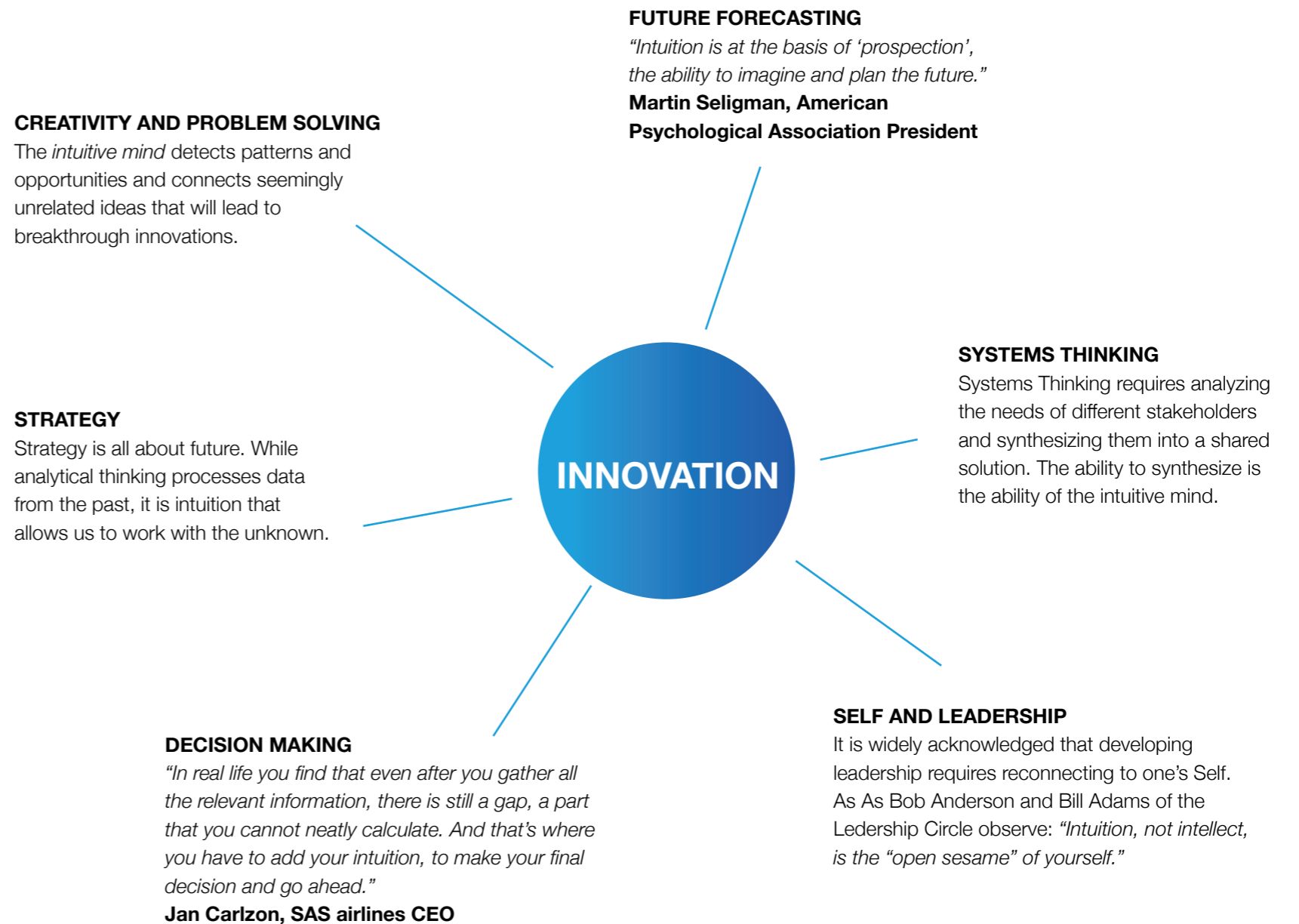
Martin Seligman, American Psychological Association President

SYSTEMS THINKING

Systems Thinking requires analyzing the needs of different stakeholders and synthesizing them into a shared solution. The ability to synthesize is the ability of the intuitive mind.

SELF AND LEADERSHIP

It is widely acknowledged that developing leadership requires reconnecting to one's Self. As Bob Anderson and Bill Adams of the Leadership Circle observe: *"Intuition, not intellect, is the 'open sesame' of yourself."*



We teach intuition by applying it to creativity and problem solving...

Scientists have found that intuitive feelings are the language of the Intuitive Mind. **Sensing**® is the method that teaches you how to use the language of intuitive feelings to develop intuition in an easy and natural way. With **Sensing**® you will build, brick by brick, your ability to master intuition, in 3 steps:

1. First, by learning how to use intuitive feelings to extract information from the Intuitive Mind. **Sensing**®
2. Second, you learn to use intuition to solve personal and business problems. **Problem solving**
3. Third, you learn how to bring intuition into the team. **Intuitive brainstorming**®

...then we expand it to strategic thinking

Huge forces that operated within discrete domains we once described simply as research and development (R&D), marketing, and strategy are rapidly merging. So, when today a manager needs to solve a problem, it is often a problem that has strategic or marketing implications. This is why in our courses we teach how to merge creative problem solving with strategy. The aim is to help managers develop a simple and intuitive approach to strategic thinking.

Our integrative modules (see pag. 20) serve to apply intuition to the disciplines of innovation.

- **Strategy**
- **Intuitive decision making**
- **Value Creation**
- **Systems Thinking**
- **Self and Leadership**

The goal is to create a mindset for times of rapid changes

Intuition gives you the superpower to get to the core of the issue in the blink of an eye. This is simple to obtain, and it's what in the Sensing® course you learn from day one.

However, we consider intuition first and foremost as the way to create a mindset for innovation.

Today, methods for innovation are complex and difficult for non-experts to understand and apply. As a result, a company's innovation potential remains confined to just a few experts and departments.

Intuition makes innovation simple. In our courses, along with intuition, we teach a handful of basic principles that underlie the disciplines of innovation. When people understand the “whys” of a discipline, it will become part of their mindset and they will be able to apply it intuitively.

In this way, creative abilities can be spread throughout the organization and innovation is invigorated in the company.

Sensing® enhances the cognitive abilities that underly creativity

Jochen Reb, Professor of Organizational Behavior & Human Resources, observing the methods with which creativity is currently taught, wonders: *“Instead of improving creativity by these methods can firms improve creativity by strengthening employees’ underlying cognitive abilities?”* With Sensing, while people use intuitive feelings to solve problems, they develop the muscles of creativity. Creative ideas in fact arise from the self in the form of intuitive feeling. When people train their ability to ‘sense’, they strengthen their connection with self, enhance confidence in their own ideas and unleash creative power.



To make an organization innovative you need to act at the organizational level and at the individual level. At organizational level you need to make the organization flexible and encourage independence, at the individual level you need to enhance the creative mindset of people. Sensing helps you to spread innovation at the individual level.

We bring our experience to develop new knowledge systems for your business

Every company faces different types of problems. This is why many companies want to build customized approaches and procedures to strategic thinking. If this is your case, we are the ones for you.



We come from strategic marketing. We are problem solvers and we possess a sound understanding of the disciplines of innovation. Our interest in intuition started 20 years ago by publishing a methodology that applied intuition to branding.

So, we are not only experts in creativity and strategy, but also in building knowledge systems. If you are thinking of constructing a proprietary system to build new knowledge approaches for your business, we would love to help you.

“ We help you advance your strategic thinking.



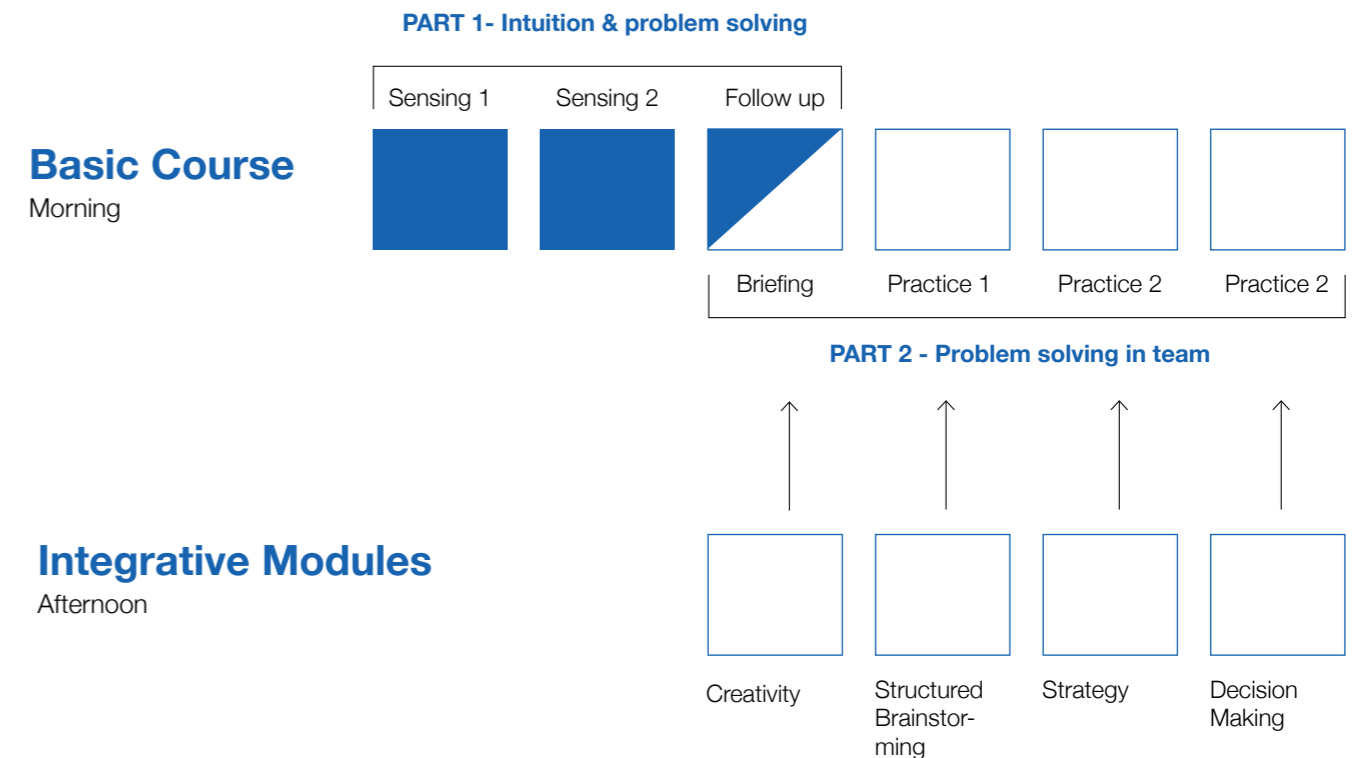
The training

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How a Sensing[®] course works

The **basic course** is made up of two parts. In the first part people learn to use intuition and apply it to problem solving. In the second part, people practice Sensing[®] in team by applying it to a real problem. The afternoons are dedicated to **integrative modules** (see page 26).

Lessons are held on days spaced apart, in the morning from 9.30 to 13.00 and in the afternoon from 14.30 to 16.30.



Basic Course Part 1

Intuition and individual creativity

In the first part of the course, participants learn how to use intuition to direct access to the information of the intuitive mind and to apply this ability to problem solving.

Day 1

Sensing® technique

Time: from 9 am to 12.30 pm

On the first day of the course people learn from the outset how to 'sense' to extract information from the intuitive mind.

People are surprised and excited by the effectiveness of this technique. For example, they often quickly come up with answers they have long been looking for. This pushes them to continue experimenting after training, whenever they think about work or personal issues ("Let me see what happens if I try to "feel" the problem instead of "thinking about it"). And since the ability to feel is easy and enables huge leaps in the quality of thinking, people will continue to practice sensing effortlessly.

Day 2

Solving problems with intuition

Time: from 9 am to 12.30 pm

On the second day of the course, people practice intuition applying it to problem solving.

The advantage of using intuition in solving problems is to understand what their essence is - what is the critical point from which to start to solve the problem. This point, more often than not, is hidden from the analytical mind. Once the critical point has been identified, it is a matter of examining it further and testing it.

The problem solving process is therefore an iterative process, that alternates experimentation and intuition which carries on until the problem is clarified. When people are able to use intuition and understand the logic of this process, problem solving becomes as simple as it is effective.

Day 3

Follow-up

Time: from 9 am to 11 pm

The aim of the third day is to review the practice and answer the participants' questions. That's why the third day is spaced from the first two days to allow participants the time to practice.

The morning is divided into two parts: the first part (from 9.00 to 11.00 am) is dedicated to the follow-up, the second part (from 11.00 am to 12.30 pm) is dedicated to the briefing of the problem that will be solved in the second part of the course.

Afternoon: from 2.30 pm to 4.30 pm

In the afternoon participants attend the first integrative module on "The principles of creativity and problem solving".

After the first part of the course you will be able to use intuition to solve personal and business problems.

Basic Course Part 2

Problem solving in team

In the second part of the course participants learn how to solve problems with the team, while practicing a company's concrete problem.

Days 4 - 6

The practice of iteration

Time: from 9 am to 12.30 pm

The only way to learn creativity and problem solving is by practicing.

This is why the second part of the course is entirely focused on practice, under the guidance of a seasoned problem solver.

The central idea of creative problem solving is 'iteration': the act of doing something over and over with constant improvement.

The process of continually repeating the steps allows you to clarify your ideas more and more. By iterating, you take the idea from ambiguity to clarity. The ideas, insights and solutions that you are looking for spring forth from this process.

By practicing to iterate, people learn to overcome the difficulties that inevitably arise in the process of exploring the unknown - which is creative problem solving.

Problem solving is more about psychology and resilience than techniques.

This part is also important for two reasons:

- it provides space for integrative modules, whereby participants learn the principles of innovation (ex. Strategic Thinking, Decision Making, Value Creation, etc...);
- it provides continuous opportunities for participants to engage with the trainer, where they can ask questions about their experience at home with intuition.

What you'll learn

By completing the second part of the course - which includes the basic course plus additional modules (see next pages) - you will have learned:

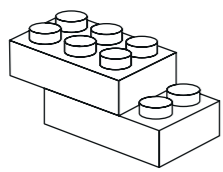
- to master intuition and apply it to individual and group problem solving;
- to use intuition to make better decisions;
- to do structured brainstorming and Intuitive Brainstorming®;
- the principles of strategy and how to do strategic problem solving.

In practice, at the end of the six-day course, participants will have learned to master intuition, apply it to creativity and develop a strategic mindset.

Our simple approach to problem solving is the cutting edge of our technology. We promise that by the end of the course people will have understood once and for all how to solve creative problems.

Integrative modules

The integrative modules are two-hour lessons held in the afternoon, after the morning classes, whose aim is to enlighten people about the principles of the disciplines that form strategic thinking. For example, the principle of Strategy is positioning, the principle of Value Creation is identifying an unexpressed need of the public. Experience has taught us that when people understand the principles, they can remember them and are able to handle the discipline. Through storytelling, practical examples and discussions with learners, the basics of the various disciplines are told in a simple, memorable and pleasant way.



You should think of modules like Lego bricks. By composing the modules together you can obtain an overall vision of strategic thinking. Intuition provides the basic thinking for innovation, while modules provide the tools for its practical application. Together, intuition plus modules, build the mindset for strategic thinking.

Basic modules (mandatory):

- Creativity and Problem Solving
- Structured Brainstorming

Optional modules:

- Intuitive decision making (recommended)
- Strategy (recommended)
- Systems Thinking
- Value Creation
- Self and Leadership

Mandatory module

Creativity and Problem Solving

Time: 2 hours

In this module you'll learn how to do problem solving in a simple and intuitive way. In 100 years of studies on creativity, scholars have come to converge on a 4-phase model - called the 'standard model' - used by inventors to solve creative problems. When people understand the logic of the standard model and how to use intuition, they have the key to tackling and solving any type of problem in a simple and intuitive way.

Mandatory module

Structured Brainstorming

Time: 2 hours

In this module you will learn how to conduct effective creative meetings. In seventy years of brainstorming experience, scholars and practitioners have come to identify a handful of basic principles that allow you to optimize the way of conducting creative meetings, generate better ideas in less time, and eliminate productivity losses. When you understand the 3 basic principles of effective brainstorming, you will be able to conduct highly efficient creative meetings without the need for a facilitator.

Optional module (Recommended)**Intuitive Decision Making****Time: 2 hours**

The goal of this module is to learn how to use intuition to make better decisions. When time is short and information is lacking, managers resort to intuition. How to distinguish a true intuition from what resembles intuition but is not? What are the signs that warn us that a situation presents risks? In this module you will look at the key principles that guide intuitive decision making. When you know how to work with intuitive feelings and know the principles of intuition, you have the map to navigate the terrain of intuitive decision making. Practical experimentation accompanied by the trainer allows you to hone this ability.

Optional module (Recommended)**Strategy****Time: 2 hours**

The objective of this module is to enable non-marketing experts to strategize. In fact, often, when a manager has to solve a problem, it is a strategic problem. Today, strategy in corporations is still taught through classic analytical models, such as SWOT, PESTLE or matrix analyses. However, these models are confusing to non-experts and do not offer a simple, intuitive guide to solving strategy problems. Strategy can be simplified into a single principle: differentiation. In this module, through storytelling and examples taken from real cases, people understand the logic of the strategy and how to concretely apply it to their work.



Our goal is to simplify the understanding and the practice of innovation disciplines.

Optional module**Systems Thinking****Time: 2 hours**

Solving systemic problems is easy if you know how. Systemic problems entail composing the interests of many stakeholders into a shared solution. The way to achieve this is to group the input gathered from the different stakeholders in search of patterns. This allows the reduction of a large quantity of concepts into a few workable ideas. While this analysis is being done, the intuitive mind is assimilating and digesting the data, providing one with the capacity to sense and shape a solution. This is why Peter Senge in “The Fifth Discipline” writes, “Systems thinking may hold the key to integrating reason and intuition”. There is no magic algorithm to solving systemic problems. Systemic problem solving is a thought process that finds its center in the practice of grouping.

Optional module**Value Creation****Time: 2 hours**

With this module people learn a method for evaluating new innovation ideas before engaging in costly development processes. The NABC (Needs – Approach – Benefits per Costs – Competition) matrix, was developed by the American research center SRI that created inventions such as the computer mouse, electronic banking and robotic surgery. Today it is used in companies such as GE, P&G, Toyota, 3M and W. L. Gore to evaluate from the outset whether a business intuition is worth pursuing or not. NABC is not only used to quantitatively evaluate ideas, but also represents a narrative scheme to present them in an effective and compelling way. With NABC you learn how to transform business insights into concrete propositions of value.

Optional module

Self for leadership

Time: 2 hours

Leadership is based on the ability to be connected to one's self. Easier said than done. The simplest and most direct way to reconnect with the self is to tune into your inner voice. As Bob Anderson and Bill Adams of the Leadership Circle state, "Intuition is the practice of opening to a deeper knowing, a higher sensory perception, a calling, an inner voice that says, "Stay with this," or, "Do this now," or, "This is who you are, what you stand for, what you need to move toward in your leadership." Intuition is the gateway to the higher, more spiritual dimensions of our selves."

This module is the introduction to a broader course that aims to teach people how to use the ability to 'sense' to reconnect with their Self, understand what their purpose is and what are the talents that make them unique.

Sensing[®] boosts the intelligence you need to thrive in times of rapid change. The integrative modules serve to concretely apply that intelligence to innovation.

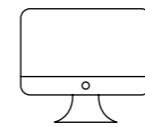
Tools for learning

We are so passionate about our method that we never give up until you have achieved the final result. To do this we have prepared a series of tools to offer you the best possible support to learning.



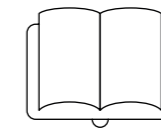
Direct assistance

If, at any time, you feel the need to clarify any of the aspects of intuition, self-knowledge or the Sensing® technique, please do not hesitate to call us, even after having taken the course. We are happy to contribute to your growth in intuition and consciousness.



One-to-one online meetings

The Sensing® technique allows you to analyze both work and personal issues. In the latter case, you may prefer to have a private meeting with the trainer instead of presenting your question in front of the whole group. This is why we have provided a one-hour personal online meeting that you can take advantage of at any time, during as well as after the course.



User's manual

Before the course begins, each participant will receive a hard copy of the User's Manual. The manual describes in detail all the techniques, procedures and principles of Sensing®. This manual will be particularly useful after the course, if you wish to delve deeper into certain aspects related to the ability to feel or, for example, you are leading a design team. Together with the manual and our direct assistance, we are sure we can offer you the best possible support to learning.



Intuitive
Thinking®

Innovation Through Intuition