

USING

# *Intuition*

IN BUSINESS



THE SILVA METHOD

# Using INTUITION IN *Business*



## INTUITION AND SUCCESSFUL LIVING

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Have you ever wondered why some people seem to be so successful in life? Everything flows just right for them. Whatever they touch turns to gold. They are the lucky ones. They are the ones with the great job, great salary, perfect love, and ideal life. You may have found yourself thinking, “Why them, and not me.”

One reason for success is the ability to make correct choices, and decisions. Successful people do that consistently. They make the kind of choices and decisions that lead to positive outcomes. It is based on information that goes far beyond what is learned and involves accessing accurate information from seemingly nowhere.

“Often you have to  
rely on intuition.”

~ Bill Gates



This ability is intuition and highly successful people enjoy a higher degree of intuition than the average person. Where most people base their decision making only on their accumulated knowledge, successful people combine all they have learned together with what they sense with their intuition.

Everybody is intuitive, but not everybody trusts their intuition when it comes to making decisions. Most people don't even believe they have intuition, so, it doesn't even cross their minds to use it for problem solving. Even today, there are those who are afraid of their clairvoyant abilities.

"The only real valuable thing is intuition."

~ Albert Einstein

They have misconceptions about clairvoyance, think it's taboo, and something to suppress. Others believe they have it, have had experiences with it, but never knew it could be a valuable tool for problem solving.



Intuition is actually a skill that can be developed and applied effectively for improving all areas of life. It is not a "gift" that only a few have. This is a misunderstanding since everyone has some degree of intuition. Those who are really successful love that they have E.S.P., and they use it all the time since it gives them an edge over the rest of the world they work with, compete with, and live with.

Your intuition has probably been a guiding force for you all of your life by having provided you with information that helped you reach positive outcomes. This type of information tends to come from hunches, inspirational thoughts, dreams, or visions.

It can, coincidentally, come from others, or from your inner voice. Often, it is an overwhelming feeling deep in the pit of your stomach, your gut, or your heart. No matter how the information comes to you, when applied, the outcome is usually positive, since it usually helps you to move forward faster, helps you solve a problem or keeps you from making a mistake.





Intuition is like reading. It is a skill that can be developed through time. No one is born knowing how to read; yet most everyone has the potential of learning how to read. When very young, we were taught the letters of the alphabet, and then the sounds those letters represented. As time went by, the more we read the more skillful we became at reading. With intuition, the more you understand, and use your intuition, the stronger it becomes.

Some people seem to have more intuition than others. It's probably because they had positive experiences with it as they were growing up, and are now more comfortable with using it.

Having a keen sense of intuition is desirable in every area of your life, and although many people don't advertise their intuitive ability openly in fear of being ridiculed, they use it all the time. Every person can benefit from having, and using, intuition. To be able to make correct choices and decisions in family, relationships, and business can add a tremendous advantage in life.

### **Intuition And Intuitives**

Intuition is the direct knowing or learning of something without the conscious use of reasoning. This definition applies best to people who are highly intuitive, and who have stumbled into their intuitive ability naturally. They are often referred to as natural intuitives, or psychics. Most natural intuitives have had no conscious training in developing their intuition. The definition implies that the direct knowing or learning of information, in that way, happens without using the physical senses or the use of analytical or deductive thinking.

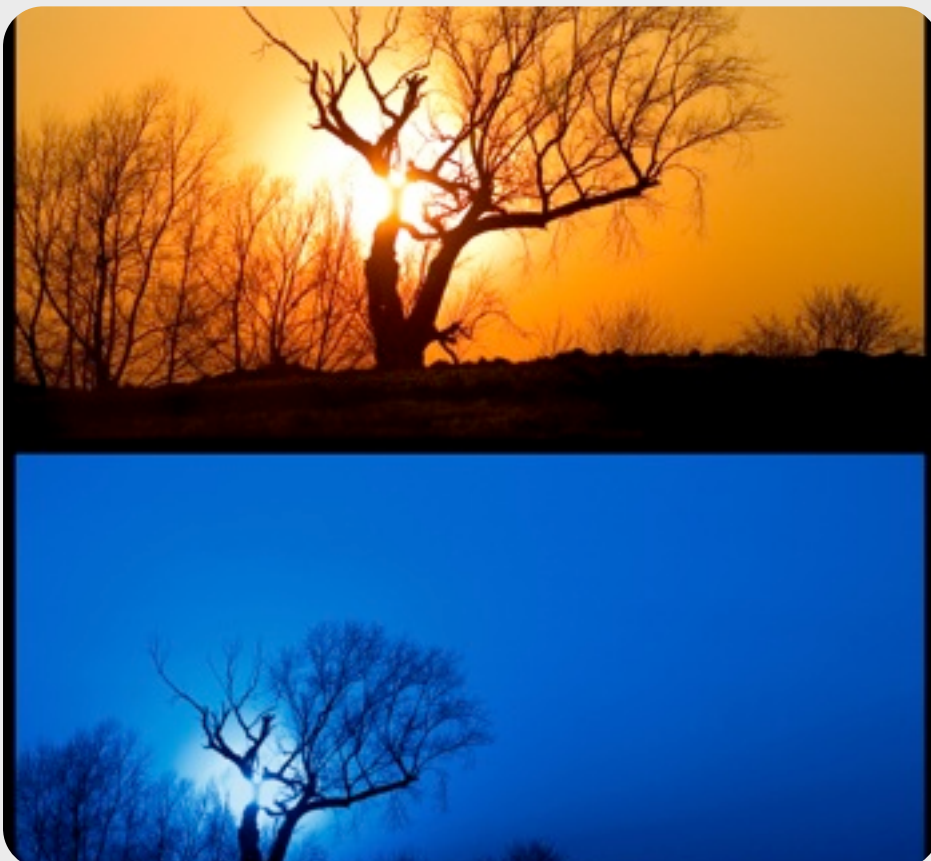
"You have to leave the city of your comfort and go into the wilderness of your intuition. What you'll discover will be wonderful. What you'll discover is yourself."

~ Alan Alda Freeman,  
1994



Along with the natural psychics are the trained psychics. These are a group of people who have gone through a training process in order to develop their intuition. For them, intuition is a skill that can easily be developed by following a simple procedure. They have learned how to discern information they sense intuitively allowing them to use their ability to reason consciously. The traditional definition for intuition, in this case, would not apply. A trained intuitive is able to sense, and/or seek out information at will, apply it to problem solving, and reach even more positive outcomes.

Between the natural intuitive who has an accuracy rate of approximately 60%, and the trained intuitive that has an accuracy rate of approximately 80%, it is the trained intuitive that has far greater controls, and the advantage. A trained intuitive can turn their intuition on, or off as needed, and can do so from one second to the other. A natural intuitive has to wait for the information to come to them. Sometimes the information comes on time, and other times it comes too late.



## EVERYONE HAS INTUITION

Intuition is as invisible, and intangible as is intelligence, consciousness, soul, spirit, mind, and thought. As defined, there is so much crossing over that you would think they all meant the same thing. The reason may lie in that they all reside in the non-physical or spiritual world. It's not always easy to define these concepts within the many contexts that they are used in. In this context, the word spiritual is used in a non-religious manner, and refers to things of a non physical nature.

Human intelligence resides in the spiritual world and is that part of you that has the ability to be aware of everything, and without physical boundaries. It is able to learn, understand, retain and apply information it has acquired through experience of an objective nature, meaning physical, and of a subjective nature, meaning spiritual or intuitive.

Most people do not understand human intelligence in this manner. They think of intelligence in more concrete, objective forms that results from going through years of formal education.

## Surprising Evidence Of Intuition

Napoleon Hill, the best-selling author of *Think and Grow Rich* and *The Laws of Success* believed that the human mind was capable of tapping into universal fields of intelligence to access ideas and inspiration.

Napoleon Hill writes:



### NAPOLEON HILLS

*"The great artists, writers, musicians and poets became great because they acquire the habit of relying upon the still, small voice that speaks from within, through the faculty of creative imagination. It is a fact well known to people who have keen imaginations that their best ideas come through so-called "hunches"."*

Hill talks about how one inventor from Maryland, the late Dr. Elmer R. Gates, used this technique to come up with over 200 patents. Gates would sit in his soundproof laboratory equipped with a pad of writing paper.

He would shut off the lights and ponder on the known factors of the invention on which he was working. He would remain in this position until ideas began to "flash" into his mind in connection with the unknown factors of the invention.

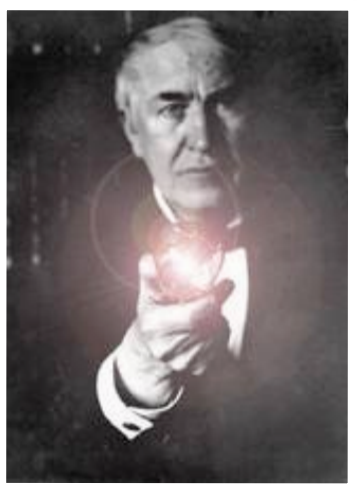
On one occasion, ideas came so fast to Gates that he was forced to write for almost three hours. When the thoughts stopped flowing and he examined his work he found that they contained a minute description of principles that had no parallel among the known data of

"Intuition comes very close to clairvoyance; it appears to be the extrasensory perception of reality"

~ Alexis Carrel

The greatest inventor of our time, **Thomas Alva Edison**, used a similar technique. Edison was known for taking frequent naps in the middle of the day. It's likely that during these naps he was entering the alpha level. He would often come out of these naps with the solution to problems that had been bugging him. Edison was awarded 1368 distinct patents and invented, among other things, the incandescent light bulb, the phonograph, the film projector, and the first motion picture.

Edison was known to have said:



## THOMAS ALVA EDISON

*"Ideas come from space. This may seem impossible and hard to believe but it's true. Ideas come from out of space."*

For best-selling author Richard Bach, a Silva graduate, the idea came from a bird. Bach said this in an interview quoted in the November 1972 issue of Harper's Bazaar.



## RICHARD BACH

*"I was walking along one night, worrying about the rent, when I heard this voice say: "Jonathan Livingston Seagull". But no one was there. I had absolutely no idea what it meant. When I got home, I suddenly had a vision of a seagull flying along, and I began to write. The story certainly didn't spring from any conscious invention on my part. I just put down what I saw."*



Silva Instructor Wingate Paine told us the rest of the story during an instructor training session in Laredo not long after the book became a bestseller.

Wingate said that Bach had written the first two-thirds of the book from a "dream-like" experience where a big seagull appeared to him and said, "Take dictation, I have a story for you." But the bird faded away before the completion of the story. Wingate said that Bach told him he did not know how to get the bird to come back so that he could finish the book, until he took the Silva course. Then he knew how to get to that "dream-like" level and how to invite Jonathan Livingston Seagull to this creative level to tell him the rest of the story. Bach said in a Harper's Bazaar article that even before taking the Silva training, he'd come to assume that "there are certain 'hidden' capacities and powers which can be taught. I think there is a terrifically pleasant principle behind existence - do what you love to do and you'll be guided. It's a lot like flying a plane: You have to trust what you can't see."

Jonathan Livingston Seagull was an immediate hit. The book was a bestseller, and the movie based on the book was a huge hit. In fact, Jonathan Livingston Seagull and the books that Bach wrote afterwards helped to bring about a spiritual awakening on the planet, by helping people to understand and accept their own spirituality and intuition.



"You must  
train your intuition -  
you must trust the small  
voice inside you which tells  
you exactly what to say, what  
to decide"

~ Alan Alda Freeman,  
1994



## Application Of Intuition In The World Of Business

Professor John Mihalasky, Professor Emeritus of Industrial Engineering at the New Jersey Institute of Technology, seems to think so. In experiments he performed with company CEOs he observed that the CEOs who performed best in tests of intuition also tended to be the ones with the best success rates at running their business (measured in terms of 5 year profitability growth).

Prof. Mihalasky's experiment results are summarized in the table below.

Percent Profitability Increase of the CEO's company over the last 5 years	CEO Intuition Test Score		
	Above Chance	Chance	Below Chance
Greater than 100%	81.5%	25%	27.3%
50% to 99%	18.5%	50%	18.2%
Below 50%	0%	25%	54.5%

Note that the CEOs with the greatest profitability increases (100% or more) also had the greatest number of correct "guesses" in intuition tests. 81.5% of them performed above chance results. On the opposite end, of the CEOs with the poorest results, none scored above chance in the intuition test.

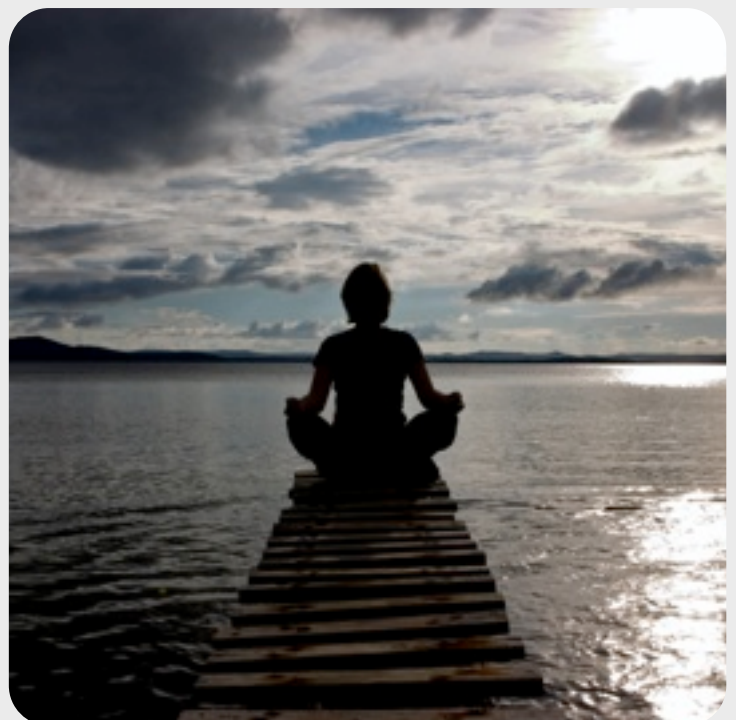
Of CEOs with mediocre numbers the results were consistent with statistical chance results.

### What Does This Mean?

Perhaps Napoleon Hill was correct when he suggested in his book *The Laws of Success* that the most successful people of his time, had learned to tap into their sixth sense, the Intuition.

"A genius", Hill said "is a man who has discovered how to increase the intensity of thought to a point where he can freely communicate with sources of knowledge not available through the ordinary rate of thought".

This concept of tapping into a universal source of ideas also has applications in the world of science and technology..



A research director at NDM (New Foundations in Medicine) took a Silva course while working on a project to develop artificial arteries. He had come up with 4 different formulas while at beta, but none of them worked.

Silva instructor Ken Obermeyer explained what happened next. The NDM researcher used a technique he learned in class and programmed himself to have a dream that would contain information that he could use to solve the problem he had in mind - the best formula for artificial arteries.

## **A Study Of Intuition In Decision-Making Using Organizational Engineering Methodology**

by Ashley Floyd Fields (2001)

*Ashley Floyd F., DBA, Director, Organization/Management Development & Diversity more about Mr. Fields here <http://www.oeinstitute.org/members/ashley-fields.html>*

The literature review examined the various psychologically based approaches which address the issue of intuition. In this research, it is shown Organizational Engineering can be used to explain the common process addressed by numerous other theorists and researchers. These theorists offer different specific definitions of intuition in their research, and Organizational Engineering is sufficiently robust to integrate all of them.

This study contends the phenomenon of intuition could best be observed in individuals who favor and apply the unpatterned thought and action modes. This analysis is based on the fact the action mode can be observed by others. In combination with an unpatterned method, the action mode is likely to reflect images and/or behaviors for the user of the Changer strategy (unpatterned method, thought and action modes) whom coworkers and colleagues perceive as an insightful person.

The review of literature disclosed people who tend to be promoted in organizations typically displayed more intuitive abilities than do others in this same organizational population.

Therefore, if the Organizational Engineering theory of intuition is correct, observers should be able to witness an increase in the use of unpatterned methods, as well as thought and action modes, by individuals at ever higher organizational levels. The same phenomenological relationship is also analyzed according to functional groups within organizations. If the theory of Organizational Engineering is correct as applied to intuition, others can witness a higher level of unpatterned method and action mode in Research and Development personnel than in Information Technology areas of a firm.

Research & Development works in advance of current technology and, hence, has a strong need for less obvious relationships to create new products and processes, i.e. intuitive behaviors. Information Technology, on the other hand, works within the boundaries of a well-defined, logical system. Almost by its nature, processes are more readily explained within the Information Technology field. Readily explained processes are typically not attributed to intuition. Therefore, Research & Development functions are perceived to be more intuitive than Information Technology operations.

Another measure of Organizational Engineering theory is examined by comparing results collected from a Customer Service population those of the general organizational population. Customer Service is a very confined area, tightly bound by rules, well-defined processes, and explicit procedures. There is less allowance for intuitive processing of any kind; those scores when compared with the general population of the database in this area should reflect this in their low levels of Organizational Engineering correlates to intuitive behavior.

Chapter Four of this research displays charted results of the findings in the statistical analyses of the five research hypotheses tested by this study. In all cases, the findings were significant at the .001 level, beyond the defined level established by the SPSS statistical program. Therefore, the findings are, at minimum, 50 times more powerful than the standard acceptable level of .05.

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The single unexpected finding encountered in Hypothesis 2 suggests the degree of unpatterned method and action mode identified as Reactive Stimulator style does not increase as individuals are promoted into leadership roles. A supplemental test, however, demonstrates the absolute level of this strategic style preference systematically differs between leaders and non-leaders at the .001 level. This suggests a threshold-level of this capacity requires some degree of recognition for promotion into leadership rank. However, leadership levels beyond this point provide less advantage for continued promotions within the various leadership hierarchies.

Overall, the findings of this research create a compelling case for using Organizational Engineering theory over the older psychological theories as an explanation of intuitive behavior. The Organizational Engineering theory appears to be more succinct and has greater theoretical rigor, while producing quantifiable results which far exceed the standards typically employed in organizational development research.

## More Success Story On Intuition From Silva Graduates And Fans

### INTUITIVELY PICKING THE RIGHT PRICE

*John Mayer from USA, Florida*

*"Rafael Flores used the alpha level to determine how much he should bid to purchase repossessed house. He had learned, through practice, that he could rely on the information he detected while at the alpha level, through extra sensory perception and he trusted the impressions he got this time.*

*He bid \$61,280. The high bid was about \$500 extra. Even when the high bidder paid the money for the binder, Flores was not concerned.*

*A week later, the high bidder defaulted, and Flores got the house. He had programmed to bid the right amount, not the highest amount, and saved several hundred dollars as a result."*



### ACCURATE SCANNING

*by Dr. Rudy Ledesma, MARCH 1991*

My wife, Cecile and I took the basic course together in September 1989. Initially, I was having problems with my visualization, so much so that I would more often than not delegate my programming to Cecile, especially, when the technique MOM needed to be used.

However, for one of my patients, circumstances forced me to render this service myself. That patient was a middle-aged female complaining of abdominal pain. The primary attending physician, thinking of acute appendicitis referred the case to me. The history, physical examination, and laboratory work-up, however could not simply fit the diagnosis of acute appendicitis. So I went to my level and scanned her. I visualized the appendix to be normal. But there was a black spot in a portion of the large bowel above the appendix.

For the first few days, conservative treatment and watchful waiting were all that we did. The pain, unfortunately, progressively increased in intensity which prompted me to open her up.

In the operating table, I found that some appendices epiploicae in the ascending colon were twisted and gangrenous, already. (Appendices epiploicae are fatty tissues which project from the external surface of the large intestine.) True enough, the appendix was normal. The patient had an excellent post operative course and was discharged in perfect health.

Dr. Ruby Ledesma is a general surgeon practicing at the Cebu Community Hospital. He just returned from a work stint in the United States

## INTUITION THROUGH DREAMS

*by Dr. Rudy Ledesma, MARCH 1991*

The NDM Corporation, located in the Miami River in Dayton, Ohio, manufactures machines used in the medical field and also develops plastics for use within the human body. Its president took the Silva Method training course, and decided to have all 550 employees trained. The training course started with eighty employees at a time, most of whom were at a management levels. In one of the first classes was a chemist working to find a new plastic that the body would not reject and that could be used for arteries in bypass surgery. This chemist decided to use a Silva Method technique that puts the mind to work on a problem while you are asleep.

He awoke during the night with a vivid recollection of a dream about a formula. He wrote it down. When he examined the formula at the plant in the morning, it was almost identical to one he had already tried with negative results. "Why waste time", a colleague said, "we have already worked on that one". But he had a gut feeling that the small difference in the formula might make a difference. Over the objections of his colleague, he put together a sample, tested it, and it worked!