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HOW USING YOUR INTUITION CAN SUPPORT EFFECTIVE DECISION MAKING

We take decisions all the time, and those decisions are influenced by a number of different factors, but we tend to follow the same steps each time we take a decision and make a choice.

We make choices or judgments based on instinct, gut-feelings or insights without always undertaking a rational assessment of the impact of the different choices. That intuition can provide valuable outcomes, but it's important to be cognisant of the limitations and risks associated with basing a decision solely on instinct.

Decision-making processes can be formulaic following a prescribed set of steps, but decisions are not always linear and there is value in considering options that are both rational and intuitive.

When we take a rational approach to decision-making, we are conscious of our processes and the impact of relevant factors to that decision. When we use our intuition, we often take decisions in the moment.

What should we be thinking about when using intuition to enhance decision making?



- Our own experiences – intuition is often linked to what we've experienced previously. How we use that knowledge to determine what the outcome might look like. This often allows us to make effective decisions where the context is familiar to us.
- Trust our instincts – our instincts, again are often linked to something that is familiar to us, it's why we trust our instincts. This comes with risk but can result in a successful outcome.
- Evidence based decision making – intuition provides valuable insights but should be balanced by evidence that supports that decision making.
- Learned experiences – intuition can be honed over time through learning and experience. Regularly reflecting on our experiences will support us to determine the impact of an outcome when we come to take that decision in the future.

We can use our intuition in a creative way that will help us develop new ideas and solutions. That thinking outside the box scenario will be how we bring intuition into that decision making process.

Intuition is however inherently subjective and will be influenced by our experiences and emotions. We need to be mindful of the influence that bias has in our thought processes. Using our intuition where limited information is available can be used in rapid decision making, it can help us make quick decisions and can be important in an emergency or high-stress situation.

Coaching can be a valuable tool in improving decision-making skills. It can help you clarify your goals and objectives, define the decision that you need to make. By clarifying your goal, you can better determine what priorities you need to take in relation to the decisions.

Through coaching you can analyse options, taking a solutions-based approach to identify potential options and alternative outcomes. Evaluating positive outcomes and potential consequences. This naturally allows us to consider what mitigations might be required if we pursue a particular course of action.

Coaching in decision making can be a collaborative and ongoing process. It provides a structured framework to make better decisions while also enhancing your decision-making capabilities over time.

How can you develop your intuition?

We all have intuition, but some will have honed these skills to support their decision-making processes.

- How does it make you feel? It's important to pay attention to the physical reaction you have to a potential decision – listen to your gut, there is a link between our brain and our gut and so that feeling you have in your stomach will be linked to how that decision is making you feel, does the thought energise you or fill you with dread over the potential additional work required.
- Take your time! Intuition isn't always right. We have to make balanced decisions, and our intuition forms part of a decision making process but not necessarily in isolation. What other factors have influenced your decision. We will take decisions using a number of different methods and they all play an important role. Consider your intuitive response in line with the experiences you have had previously, this will most likely result in the right outcome.
- Don't discount it. We often want to base decisions on something tangible – we've reviewed options, considered the pros and cons and have something we can point to, something rationale that is supported by evidence or data. However, intuition is often determined by past experiences, a mechanism that recognises patterns. It can therefore be a key component of decision-making.

Intuition is a valuable tool when it comes to decision making but it's important to be aware of its limitations or potential biases. However, combining intuition with evidence-based, analytical thinking can often lead to more well-informed and balanced decisions.



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