



# The Intuitive Compass: Why the Best Decisions Balance Reason and Instinct

*Francis Cholle*

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**The Intuitive Compass: Why the Best Decisions Balance Reason and Instinct** Francis Cholle

**A dynamic new way to understand intuition, already implemented around the world at top companies and business schools**

Neuroscience shows that instinct has a leading role in complex decision-making, yet imaginative play is the most direct means of activating our creativity and problem-solving abilities. Based on over 20 years of Cholle's wide-ranging professional experience and insights, *The Intuitive Compass* offers a fascinating new approach to innovative problem-solving, decision-making, and sustainable value creation. Through a concept known as Intuitive Intelligence, Cholle shows how anyone can improve creative brainpower by harnessing the balance between reason and instinct.

- Explores the tension between linear efficiency and random play, and the synergy between reason and instinct
- Helps us realize our natural tendencies to think holistically, think paradoxically, notice the unusual, or lead by influence
- Shows these tenets in action through case studies of the luxury house Hermes, Paris; Google and its paradoxical work culture; Virgin America, and its ability to notice the unusual about what matters for consumers and exert leadership in its industry

*The Intuitive Compass* shows how to thrive within chaos and offers actionable information for reinventing our path to sustainable success.

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