

Bridgeway to Success™

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**VALUE BOTH
INFORMATION
AND YOUR
INTUITIONS.**

Managing with Both “I’s”

How should you make business decisions? Entrepreneurs rely largely on *intuition*. Corporate leaders favor *information*. Which is better?

Read about successful entrepreneurs and you’ll find that most launched their companies based on intuition about the viability of a product, service, process or technology. One survey of Inc. 500 CEOs found that only 12% did any market research before starting their businesses.

Want to see an entrepreneur squirm? Suggest they rely on research instead of intuition. In the entrepreneur’s mind “research” translates into slow, costly and error-prone.

So intuition is the better approach, right?

Not so fast. First, you won’t find many case studies written about failed entrepreneurs who followed misguided intuitions. Second, intuitions are based on experience and one’s experience can’t be as broad as information gained from a larger sample. Finally, research shows that people tend to overestimate the accuracy of their intuitions.

For corporate leaders, information-based decision-making is a no-brainer. “In data we trust,” is their mantra. How could one possibly understand the complexities and subtleties of a fast-changing business environment by relying on intuition alone? In the corporate leader’s mind even the most intuitive person will eventually crash-and-burn.

So is relying on information the better way to go?

The answer is to manage and make decisions with both “I’s” – intuition and information. Both can be useful, neither is sufficient. Value your intuitions but don’t disregard the richness of information. Utilize information but don’t dismiss the learning that underlies intuitions.

Embrace the dynamic tension that results when considering both intuition and information. Manage with both “I’s”.

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