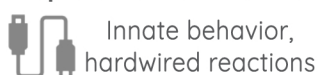


# 3 Steps To Access Your Hidden Brain Power

## Optimize Your Intuition

### Where Instinct & Logic Come From

#### Reptilian Brain: *Instinct*



Innate behavior, hardwired reactions

**Examples:** pull away from something hot, run from danger

#### Prefrontal Cortex: *Analytical thinking*



Intentional, organized, decision making

**Example:** weighing pros and cons, analyzing potential ROI before sponsoring a project

### Where Intuition Comes From

**Mammalian Brain:**  
**Where much intuition, or "gut feeling", occurs**

Natural, thoughtless, unconsciously developed over time from our experiences and beliefs (including unconscious biases).

**Examples:** trusting someone that's similar to you, feeling good around someone



### Tools To Optimize Your Intuition



**1** Notice your body's reactions (changes in heartbeat, breathing, muscle tension).



**2** Understand that your intuition wants whatever you value most (happiness, health, prosperity)--regardless of what may seem logical.



**3** Notice that your intuition is wiser than your ego, and will try to put on the brakes when the cost is too high.

Your intuition is much faster than your analytical mind and relies on feelings

### Balance Intuition With Logic



Look at the meaning you make and check your assumptions.



Look at your Organismic Rights\* and if they will be honored by your decision.



Check yourself for unconscious biases\* that might be getting in the way.

\*Find more at [SmartTribesInstitute.com/organismic-rights](https://SmartTribesInstitute.com/organismic-rights) and [SmartTribesInstitute.com/decision-making](https://SmartTribesInstitute.com/decision-making)



### Know When To Use Your Intuition

#### Follow your intuition when:

Working in rapidly changing, high-stakes environments



Brainstorming



Performing familiar tasks



#### Follow your analytical brain when:

Working in compliance or under public or regulatory scrutiny



Doing something new



Hiring or delegating



### Leaders who use their intuition enjoy results like these\*:



67-100%+  
Increased Engagement



50%+ Faster  
Closing of Sales



22%+ Increased  
Profit per Employee

\*Stats are from over 1,000 of SmartTribes Institute's coaching and workshop clients

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