

SURVIVAL

Intuition, Creativity and Emotions

Nature has equipped us with a quick, automatic, and continuing process in order to improve our decision-making capability: that process is intuition. Intuition is our internal guidance system. It is a felt sense that something is a beneficial choice, or not. It is dependent upon our ability to sense our emotional signals from our body. In our childhood play, we used intuition to guide our imagination. We created enchanted realities from there. **Intuition is the basis of creativity and spontaneity.**

There are billions of stimuli being received in our nervous system every second. From this stimulation, we (just as our ancestors did) have to decide what is of value and what isn't. Our ancestors survived because they were very sensitive of themselves, and therefore, of their environment. Their emotional responses from their bodies were the signals that told them whether they were in danger or not. Their survival depended upon their ability to respond to their emotional signals or somatic markers.

Our intuition is still important for our survival today. While driving, have you ever done something quickly that saved your life? How did you decide what to do? From all the competing stimuli, you must decide instantly which is the most relevant. You don't have the time to decide rationally. You quickly sort through the choices, not by rationality in this case, but by intuition. Not being aware of our somatic responses cuts us off from our intuition, and makes decision-making rely only on rationality. Our intuition is a shortcut in decision-making that originated for our survival, but it can also be used in decision-making for other reasons.

Einstein said that his most productive thoughts came to him while he was shaving, or not thinking of anything in particular. Given a choice between logic and intuition, he relied more heavily on intuition. It was intuition that led him to the idea that starlight bends as it passes through the gravity field of another planet or star. This idea was not proven until years after its discovery. To quote Einstein, ***“Not everything that can be counted counts, and not everything that counts can be counted.”***

Intuition can be helpful when creating solutions to our day-to-day dilemmas, as well as to the difficult situations in which we find ourselves. It is invaluable in times of chaos or ambiguity. It is also beneficial when we feel stressed because of insufficient information, or when we do not have the time necessary to make a rational decision. In addition, intuition is a necessary component for innovation. Our intuition helps us choose in almost every situation, but

especially in new circumstances. It is a helpful shortcut to arrive at plausible alternatives. We do not often recognize it, and therefore we do not cultivate it. Intuition is an invaluable ally in today's fast changing climate.

Today, not paying attention to our emotions, their somatic responses, and our intuition in decision-making, reduces creativity. Our enjoyment of life is also diminished. Our rationality is enhanced by this shortcut to decision-making. Emotions and intuition can save our life in times of danger, or help us design a better product, a better relationship, or a better life. Again, this is true for the survival of organisms, organizations, and for our species.