

# The Secret World of 'Corporate Intelligence'.

Multi National Corporations are increasingly utilizing Corporate Intelligence consultants to develop skills that allow them to apply intuition to the decision making process for the purpose of:

- Pre-empting industry and economic trends
- Exponentially grow their corporation
- Intuitive selection of senior staff
- Navigating corporate acquisitions, mergers and alliances
- Foreseeing new opportunities

'Corporate Intelligence' (CI) is fast becoming the latest tool of big business as they start looking outside the traditional business paradigm to maximize business outcomes. These activities are being completed on two levels, the first of which is similar to military espionage whilst the second is learning to better understand the power of intuition and its application in business.

Intuitive CI allows corporate management to acquire the maximum necessary information before interpreting it to make effective decisions.

Many of Australia's recent big corporate embarrassments can be directly attributed to organizational decision makers displaying a lack of intuitive CI. This is optimized by AMP's disastrous UK investment and Telstra's costly venture with PCCW in Hong Kong, both of which could have been simply avoided by intuitively sensing the market information that was available.

Bob Jajko, Australia's leading expert on the topic of intuitive CI teaches businesses how to intuitively make decisions based upon their consciousness awareness.

He says, "Intuition is a ready source of direction available to all businesses, an invisible intelligence that animates our world and helps guide our lives. The key is to develop the ability to access this power and develop it for practical use."

"The corporate information gathering is the first part of CI and developing the ability to use your intuition to process it is the second part. Generally, CEO's are presented with summarized versions of information and they then have to use their intuition to interpret it. Applying this successfully is where the skill lies."

This process, known as 'back end intuition,' allows decision makers to visualize an overview of the 'true' situation and make decisions accordingly. In Australia, most CEO's of top listed companies have some self developed intuitive intelligence capability.

In the USA research points to about 68% to 88% of major firms recognizing the importance of CI, yet only between 15% and 35% use structured formal CI. In Australia only 15% of companies make regular use of a systematic integrated approach to CI.

"What is not understood is that intuition is a process that can be learnt and developed to a high capability," says Jajko.

"Intuition synthesizes isolated snips of data and experience into an integrated picture. The survival of many organisations in Australia as they move forward will depend on the ability of executives to interpret the massive amounts of information they have available to them and make profitable decisions based on their 'intuitive read' of the situation."

**In Australia competitive intelligence is weak for three reasons: ignorance, dissonance and a lack of trust.**

Companies truly leading the business revolution such as 3M, Motorola and Reebok all subscribe to intuitive decision making. As such, what once was seen as mystical and mysterious is slowly starting to infiltrate our leading businesses as they call upon this highly developed 'gut feel' as the primary basis for multi million dollar decisions.