



How Does Perception and Intuition Affect You?!

How Important is Perception and Intuition in Life?! (Perception & Intuition #1)

What does perception and intuition have to do with business, procurement, the workplace, and your own personal life?

It has everything to do with it, you, how you respond, what you do, how others react, and what type of successes or failures you see throughout your lifetime. Many times, we think we know what others are thinking and feeling, and what they are about, yet we are wrong.

Having the correct perception and intuition is a necessity in all aspects of life.

Before we can outline perception and intuition and some of the things we can do to become better at these two areas, we must understand their meaning. Webster defines perception and intuition below.

Perception means:

- A result of perceiving.
- Observation.
- Consciousness.
- Quick, acute, intuitive.
- Capacity for comprehension.

Intuition means:

- Quick and ready insight.
- Immediate apprehension.
- Knowledge or conviction gained by intuition.
- The power of faculty of attaining direct knowledge or cognition without evident rational thought and inference.

As you can see both perception and intuition are necessities for a successful life. The better we are at both, the better we will do. Why? In all we do, we interact with people at work, those we attract, the business deals we make, and those we conduct business with and any other part of our lives as it relates to people.



What Is Perception?

Our sensory experience of the world is perception. This involves what is around us in our recognition and response of each environment we find ourselves in. Through this continual process of our sensory experience / perception, we can gain information about the environmental elements and properties that are critical to our behavior.

The perception each of us not only creates our experience of the world we are in, but also leads each of us in how we act within our environment.

Perception includes the five senses: hearing, touch, sight, smell, and taste. It also includes what is known as proprioception, a set of senses involving the ability to detect changes in body positions and movements. It also involves the cognitive processes required to process information, such as recognizing the face of a friend or detecting a familiar scent.

As outlined, perception is vital to failure or success, survival or not, joy or discontent, attracting the right friends / clients or those who can derail focus and objectives, and about anything else one can think of. In other words, have you ever found yourself spending most of your time serving clients that only make up a small percentage of revenue, yet the clients that make up most of the revenue; you do not spend as much of your resources and time? The same thing can be said about your personal relationships where you give and give and give, yet it is only one sided (not mutual).

Perception is vital in all environments in our lives!

Right and Wrong Perception and the Perceptual Process Steps (Perception & Intuition #2)

What are the Perceptual Process Steps?!

To have better perception in our lives, we must understand the perceptual process steps. These steps are:

- Environmental Stimulus (everything in our environment that has the potential to be perceived by us). Example: A cup of coffee at Starbucks in the morning – the smell of coffee, hear people talking, see others using their laptops, touch the hot cup of coffee, observe some who are quiet with the “I am not awake yet look.”
- Attended Stimulus (this is the specific object in the environment on which our attention is focused). Example: Focus your attention on the person who is asleep in the chair.
- Retina Image (attended stimulus takes place on the retina in an image). Example: The things you see in Starbucks.



- Transduction (pictures from the retina/visual messages are transmitted to the brain to be interpreted).
- Neural Processing (The electrical visual or auditory signals are processed). Example: When you have touched the coffee cup, your brain interprets that it is hot. When a person speaks to another, your brain interprets the auditory signals about what they are saying; When you taste the coffee with your tongue, your brain interprets this is good or bad coffee.
- Perception (at this point that we become consciously aware of the stimulus). Example: In this stage, you become aware there is an attitude going on with the Starbucks staff (you perceive).
- Recognition (this is the ability to interpret and give meaning – this stage is an essential part of perception since it allows us to make sense of the world around us. By placing objects in meaningful categories, we can understand and react to the world around us). Example: We realize the Starbucks Manager is treating staff with a bad attitude and everyone is affected.
- Action (response to the environmental stimulus). Example: You make a choice to call Starbucks corporate about the Store Manager (involves some type of motor action that occurs in response to the perceived and recognized stimulus). (Cherry, Kendra)

Wrong Perception

What happens if we have wrong perception about our environment, about those we work with, clients, potential new clients, and anyone else we interact with (personal or business)?

We can lose everything! What we perceive determines so much about how we act, how we respond, what we say, and how we develop healthy and productive long-term relationships in all facets of our lives.

Right Perception

When we have the right perception, we can accomplish goals, increase our financial outcomes, impact those around us, and have a healthier life in all aspects.

What is Intuition and How Important is it to You?! (Perception & Intuition #3)

What is Intuition?!

What is intuition? Why is intuition more important, in some cases, even though we may have incredible perception? What will intuition do for us when we listen to ourselves? How does intuition affect others around us?



To help you become more aware about intuition, how to listen to your intuition, and apply intuition, we have outlined some helpful tips below. As you listen to yourself, and apply this intuition, you will be able to maximize life events, situations, and relationships in all parts of your life for a better outcome.

Intuition Details

Intuition is the feeling you get when something is not right. It is the inner voice inside of you that speaks to you about something not right. An example is a person who has integrity in business but does not. Another example is the danger of being somewhere at night, being followed, yet you cannot see anyone.

Franchis Cholle does an excellent job outlining and defining intuition and instinct.

- Instinct is our innate inclination toward a behavior (as opposed to a learned response).
- A gut feeling – a hunch – a sensation that appears quickly in consciousness (noticeable enough to be acted on if one chooses to) without us being fully aware of the underlying reasons for its occurrence.
- Intuition is a process that gives us the ability to know something directly without analytic reasoning, bridging the gap between the conscious and non-conscious parts of our mind, and between instinct and reason.

In life, we need perception (reason) and intuition (instinct) to make the best possible decisions in all aspects of our lives. Many of us do not follow our intuition, because we have been taught that following hunches is not good business practice and not an effective way to live one's own life. Yet, many times in life, when we have not followed intuition, we end up paying the price in a negative way. What we need to do is become more aware of our intuition, listen to ourselves, and utilize both perceptions with intuition. In other words, if you're inner voice is whispering to you a certain thing, PAY ATTENTION!

Include Intuition in Your Daily Life

How do we pay attention to our inner voice? How do we include intuition into our everyday life? First, because most of us have not included intuition in our daily lives, we are going to have to focus our energy daily and dialogue intuition into our lives.

How Important is Dialoguing and Listening? (Perception & Intuition #4) How does dialoguing work?

As you dialogue, keep in mind that each of us is different. Some are workaholics, some are organized, some are more logical, some are artistic, some are relaxed, and some are rigid. In



the example below, please keep in mind that if I do not see boundaries for myself, I will work 7 days a week and work many hours, because I love what I do, and I love to work. An example of this is:

- You: Should I work today even though it is Sunday?
- You're Unconscious: No.
- You: It is okay. I will just work in the morning, and I have a lot to get done.
- Your Unconscious: I don't know, I really need to do other things that rejuvenate my batteries, have some recreation, and just be.
- You: Why?
- Your Unconscious: My mind and soul need a break from work because I have already worked 70 hours this week.
- You: But I must get these things done.
- Your Unconscious: You're missing the point.
- You: What's the point?
- You're Unconscious: You like work but you need to regenerate your batteries and just be – read, barbecue, hang out, enjoy the weather...
- You: What has got your batteries going have to do with this?
- You're Unconscious: Everything. You: How?
- Your Unconscious: You'll see; just trust me on this and you will be so glad you took a break and did not work today.

Listening Can Make or Break You!

As you can see, we really need to listen to ourselves and follow what our inner voice is. The more we practice, the better we will do. As Franchis Cholle points out, there are three other things we can activate in our daily lives to be more aware of our intuition and listen to our inner voice! They are:

- “Keep a journal. Writing your thoughts and feelings down on paper - even if you "think" you have little to say - helps the non-conscious mind open. You may find you're writing words and phrases that don't make sense to you or stir emotional responses rather than intellectual responses. When this happens, it leads to the next area.”
- “Turn off Your Inner Critic. Often, we rationalize those voices within. This time I listen without judgment. Allow the inner dialogues to happen without fear or ridicule.”
- “Find a Solitary Place. A place where you can allow emotions to flow freely is an imperative part of finding and retaining the building blocks of intuition. Here you may also want to create an emotional connection to an object, a color, a piece of music or literature - anything that will allow feelings to stir that are solely from within and do not carry intellectual or rational reasoning.”



What Can You Do to Increase Your Perception and Intuition for Greater Success?

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