



**Topic: Studies Find Intuitive Intelligence Leads
to Smarter Decisions / Expert Tips**

Editor,

I'm writing to offer a story idea about new findings that using your intuition leads to better decisions, what Quincy Jones calls "listening to the goosebumps."

The big idea: A soldier in Afghanistan has a sudden urge to stop, only to find he was feet from an IED. A corporate executive has a flash of insight about a nondescript recent hire, who goes on to develop a successful new product line. A passenger on Northwest Flight 278 tells himself not to "overthink this" when he acts on a hunch and tackles the terrorist about to blow up the plane.

We've all experienced moments of intuition like these. But a host of new studies are finding that gut feelings are not only real, but often lead to smarter decisions than reasoning and deliberating alone. For example, a 2009 Army study concluded that when soldiers learned to "listen" to subtle signals in their body, they made lifesaving decisions quicker. And new research out of Princeton found that people register "gut" reactions to visual stimuli faster than their eyes can send the visual image to the brain. Both studies concluded that people get better at using their intuition, when trained.

Psychiatrist, intuition expert, and NYT bestselling author Judith Orloff MD says some of the most successful people live by intuition. Luminaries from Conrad Hilton to Bill Gates to Oprah have declared it essential for success. Donald Trump said, "I've built a multibillion-dollar empire by using my intuition." Albert Einstein called intuition a "valuable method of thought."

Dr. Orloff, author of the forthcoming book *Second Sight* (Three Rivers Press, 2010), shares five ways to harness the power of intuitive intelligence in your everyday life and health, and can also discuss:

- What intuitive intelligence is, and why everyone can benefit from more of it
- New studies from *Science* magazine and Harvard on the value of intuition for both survival and success
- Dangers of intuition—and how to use it wisely
- How to know when intuition may be wrong—and when not to listen
- How body language can clue you in to intuitive insights
- How love and physical attraction cloud intuition
- How to tell the difference between intuition and fear

Judith Orloff MD (www.drjudithorloff.com) is an assistant clinical professor of psychiatry at UCLA. She has published several NYT best-sellers, and is author of the new book *Second Sight* published by Random House. Her recent TV special, "Emotional Freedom Now!" aired on PBS stations nationally.

I'd be delighted to send you her her print-ready tips, "**Five Ways to Use Intuitive Intelligence in Everyday Life**," or if you'd like, I can coordinate an interview with Dr. Orloff.

Sincerely,
Cathy Lewis