INTUITIVE THINKING

Active Program

LEADING FROM THE SELF

We help leaders reconnect with their authentic Self, to bring out their potential and transform it into tools for thriving in life and at work
# THE SENSING® METHOD

from intuition to authentic Self

## THE TRAINING

draws out your potentials and turns them into tools to thrive in life and at work

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Letter from the founder

Dear Friends,

I’d like to thank you personally for taking the time to learn about Intuitive Thinking.

We have entered into times of great uncertainty and unparalleled change. Many leaders have never before come to face today’s greatest challenges. In this context, analytical thinking is still necessary but it is no longer sufficient.

Analytical thinking is in fact the perfect way to manage the status quo in times of stability, when the future is based on the linear evolution of the past. But in times of profound change it is intuitive thinking that helps us foresee the future.

To be successful in the face of such a “complex world” we must develop a new mindset. A holistic mindset in which our two minds - the analytical and the intuitive - come together to produce a new type of creative, profound and agile thinking.

Achieving self-fulfillment in life and at work will depend on our ability to develop this mindset. We will be at the forefront by your side in this mission.

Best regards,

Marco Bassani
Founder of Intuitive Thinking
Intuitive Thinking: a new mindset for a new era

Scientists have found that our cognitive system is divided into two minds: the Analytical Mind and the Intuitive Mind. The Intuitive Mind possesses the qualities that are essential to thrive in a fast-changing, unpredictable world.

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<th>The Intuitive Thinking Program helps to develop the mindset required to thrive in a fast-changing, unpredictable world</th>
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<td><strong>Problem Solving and Creativity</strong></td>
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<td>The Intuitive Mind can detect patterns and opportunities and to connect seemingly unrelated ideas that will lead to breakthrough innovations.</td>
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<td><strong>Ability to foresee the future</strong></td>
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<td>The Intuitive Mind is connected to the collective unconscious. You feel the ‘spirit of the times’ and you develop the ability to predict market trends.</td>
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<td><strong>Self-knowledge and Purpose</strong></td>
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<td>The Intuitive Mind corresponds to the innate intelligence of your authentic Self. When you reconnect to your authentic Self, you will understand who you are, what is your life’s purpose and what are the talents that make you unique.</td>
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Sensing®: the first method to easily access the Intuitive Mind

Scientists have found that intuitive feelings are the language of the Intuitive Mind. Sensing® is the method that teaches you how to use the language of intuitive feelings to develop intuition in an easy and natural way.

With Sensing® you will build, brick by brick, your ability to master intuition, in 3 steps:

1. first, by learning how to use intuitive feelings to extract information from the Intuitive Mind,
2. then, by training yourself to practice intuitive feelings with an exciting activity like creativity,
3. once you have developed the ability to master intuitive feelings, you will learn how to use them to reconnect to your authentic Self, discover your life’s purpose and what you need to do to achieve self-realization.

Sensing® thus opens the way to spreading a style of thought that will be increasingly decisive in the future.

The Sensing® technique is based on cutting-edge neuroscience research.
Sensing® uses intuition to help you reconnect with your authentic Self

“Intuition is the practice of opening to a deeper knowing, a higher sensory perception, a calling, an inner voice that says, “Stay with this,” or, “Do this now,” or, “This is who you are, what you stand for, what you need to move toward in your leadership.”

Intuition is the gateway to the higher, more spiritual dimensions of our selves.

Robert Anderson and William Adams creators of The Leadership Circle

Authentic Self is what we truly are

Inside us we have two identities: our surface Personality and the authentic Self. The term “Personality” comes from the Latin personam, “mask”, and is the mask we have worn to adapt to society as we were growing up. Beneath our Personality lies our Authentic Self, what we truly are. Discovering our Authentic Self is fundamental because the ability to self-realize depends on our true Self and not on the illusions of our Personality. Sensing® shows how to listen to your Inner Voice to reconnect with your authentic Self, discover who you are and your life’s Purpose.
Your Authentic Self is the source of all your potentialities

You should think of the Self as your Internal Operating System (IOS). The Self is the seat of your innate intelligence and creativity, your inner genius and your potentials. Sensing® helps you reconnect with your authentic Self in order to free your potentialities.

**When you reconnect with your Self you free your potentialities. There are 3 of them and they are nested inside each other.**

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<th>Creativity</th>
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<td>Your first potentiality is the ability to self-realize. Each Self is born unique, with a unique Purpose and equipped with the Talents it needs to make it happen.</td>
<td>The Talents that make you unique and allow you to achieve your Purpose.</td>
<td>Your Self is endowed with incredible Creativity in terms of inventiveness, energy and the ability to create what you desire. When you reconnect with your Self, Creativity will flow into your life.</td>
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When you are reconnected to your authentic Self, you become what you are meant to be.
Sensing® draws out your potentials and turns them into practical skills

Once you have drawn out your potentials, Sensing® will allow you to turn them into practical skills.

The idea of Sensing® is not to burden you with new information - you are already overloaded - but show you how to develop your skills from deep within in an intuitive, natural, and easy way.

With Sensing you will learn the principles through direct practice
THE SENSING® METHOD: from intuition to authentic Self

THE TRAINING draws out your potentials and turns them into tools to thrive in life and at work

The Intuitive Mind: a new mindset for a new era

Sensing®: the first method to easily access the Intuitive Mind

Intuition is the gateway to your authentic Self

Your Authentic Self is the source of all your potentialities

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Using intuitive feelings to access the Intuitive Mind

From intuitive feelings to authentic Self

Discover your life's Purpose

Intuitive decision making

Design for problem solving and innovation

Hone your intuition
The training

One of the keys to learning Sensing® successfully is to take your time to process it, experiment at home and then seek advice from your trainer. For this reason, training is divided into 5 morning sessions (leaving Saturday and Sunday to practice), so that people can process what they have learned and immediately apply it to their work.

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- **Morning 1. The basics of Sensing®**
- **Morning 2. Reconnecting with your authentic Self**
- **Morning 3. Intuitive Decision-Making**
- **Morning 4. Designing for innovation**
- **Morning 5. Discover your life’s Purpose**
DAY 1: Thursday morning
The basics of Sensing®

From the very first lesson you will learn to apply intuition to actual cases in your life and at work. You will be surprised and excited by the effectiveness of this technique.

Scientific basis
Sensing® is based on the discovery made by cognitive scientists that intuitive feelings are the language of the Intuitive Mind. In Part One of the lesson you will learn about the scientific rationale behind the intuitive mind. This contributes to building trust in the subject by introducing you to the intuitive mind from a scientific and concrete standpoint.

The language of Intuitive Mind
In Part Two of the unit you will learn the rules of the language of the Intuitive Mind directly by experimenting with real cases in your life and at work.

Learning by experimentation
People are surprised and excited by the effectiveness of this technique. For example, they often quickly come up with answers they have long been looking for. This pushes them to continue experimenting after training, whenever they think about work or personal issues (“Let me see what happens if I try to "feel" the problem instead of “thinking about it”). And since the ability to feel is easy and enables huge leaps in the quality of thinking, people will continue to practice feeling effortlessly.
DAY 2: Friday morning
Reconnecting with your authentic Self

In the second lesson you will learn to use intuitive feelings to reconnect with your authentic Self. Why is the Self so important? Because it is the source of your higher intelligence and of all your potentialities: when you are reconnected, all you need to thrive begins to flow naturally and effortlessly in your life.

**Recognize your authentic Self**
Deep inside you you and beneath your ordinary thoughts, you can feel an undefined and elusive presence in which you can identify the authentic part of you. That presence has always knocked on the door of your conscience asking to be heard. That presence that everyone hears but few follow, is the voice of your true Self.

**Connect with your Self through experience**
Sensing teaches you how to use the language of intuitive feelings to tune into the inner voice of your Self. You will realize by experience that the more you follow your Inner Voice, the more you will make choices that later turn out to be right. This way you become aware of the concreteness of the inner, wise and stable presence of your Self.

**Start your life from inside-out**
Making this conscious and direct contact with your Self is the difference that make all difference. In fact, its higher intelligence will begin to flow into your life. You will be able to recognize your life’s purpose. You will be able to "feel" what the right thing to do is at all times. And, most importantly, you will naturally awake your dormant energies: your talents, your clarity, your determination and your self-confidence.
DAY 3: Monday morning

Intuitive Decision Making

Your Self looks at your life from a higher viewpoint: it knows your past, your present and your purpose. That is why successful people are faithful to their inner voice. In lesson three, you will learn how to hone your intuitive abilities to make increasingly more confident and effective decisions.

Strengthen your ability to make decisions
The secret to developing your intuition is to learn to follow your inner voice. The more you do this, the more you will find yourself making decisions that will later turn out to be right. That is why reconnecting to the inner voice of your authentic Self is so important.

Highly effective decisions
No matter how intuitive you are, you will always find yourself in situations of uncertainty when making decisions. In this case, there are specific signs that help us understand whether we are making the right decision or not. Recognizing these signals helps us make the right decision in 99% of cases.

“In real life you find that even after you gather all the relevant information, there is still a gap, a part that you cannot neatly calculate. And that’s where you have to add your intuition to make your final decision and go ahead.”

Jan Carlzon
SAS Airlines CEO
DAY 4: Tuesday morning
Designing for innovation

When you become intuitive, you automatically become more creative. In lesson four, you will learn how to transform your empowered creativity into concrete design.

Designing as a team like a pro
The ability to design in a group will become increasingly important as companies develop more agile organizational structures.

The best way to learn how to design within a group is to apply teachings directly to a concrete project. That is why, starting from this lesson, we will begin working together on a creative project. This way you will learn to design directly in the field like a pro, under the guidance of a pro.

Additional time will be allocated during the follow-up sessions.

Unleash the group genius
Tackling creative problems with the intuitive mind allows us to identify solutions that an individual or an organization feels are the most significant for them. Solutions that are felt to be true, authentic and full of meaning, have such power that they make their best possible future and success materialize and come true.

Thanks to our experience in in-depth research* (a marketing research technique that explores the collective unconscious), we have developed an exclusive technique – In-depth Brainstorming® - which helps to bring to the surface the potential of the situations at hand.
DAY 5: Wednesday morning

Discover your life’s Purpose

Once you are reconnected with your Self, you are ready to discover your life's Purpose. In fact, Self and life's Purpose are closely related. With the discovery of your life's Purpose, you also become aware of the qualities that make you unique and allow you to accomplish your Purpose.

Life's Purpose is about your authentic Self
When you become accustomed to your Self, you are ready to discover your life's Purpose. Maybe in the past you already tried to find your Purpose, without any noticeable results. This happened because you cannot discover your purpose by starting from your ordinary mind. Purpose is about the Self, and because your authentic Self is You, realizing your Purpose is what enables you to self-realize.

Discover what makes you unique
Furthermore, your Self is endowed with all the qualities you need to thrive. So, with the discovery of Purpose you will also discover the qualities that make you unique and allow you to accomplish your unique purpose.

“Once people see clearly their heart’s intent, their focus becomes like a laser. An earnest commitment from the heart emerges, vision becomes clearer, broader, and more inclusive of others. Strength of will is replaced by energetic integrity and a knowingness of ‘what else is there’ or ‘I can’t afford to not do this.’”

John White
HeartMath Institute
Follow-up

We will hold a couple of follow-up morning sessions during the subsequent two months in order to close the company assigned project and deepen your ability to use intuitive feelings to obtain answers pertaining to your lives and work.

Closing the company assigned project
Designing innovation in groups consists of a series of phases ranging from the collection and exchange of information to brainstorming. These stages cannot be learned theoretically but must be experienced in the field. During the follow-up meetings you will gradually integrate new information while entering new stages of understanding and acquire more experience in the design technique. Exercising intuitive feeling by applying it to actual cases will be also the most fun and useful way to continue to perfect your ability to feel.

Learn the best practices of design
An effective design process follows a set of best practices that lead to the production of useful ideas. All the best consulting firms - from the hyper-rational McKinsey to the more creative IDEO - follow the same principles. During design training you will learn how to apply these practices to the project at hand and, even more importantly, their underlying principles. You will thus learn how to apply design to your field of interest and acquire the know-how needed to lead design groups.
Tools for learning

We are so passionate about our method that we never give up until you have achieved the final result. To do this we have prepared a series of tools to offer you the best possible support to learning.

Direct assistance
If, at any time, you feel the need to clarify any of the aspects of intuition, self-knowledge or the Sensing® technique, please do not hesitate to call us, even after having taken the course. We are happy to contribute to your growth in intuition and consciousness.

One-to-one online meetings
The Sensing technique allows you to analyze both work and personal issues. In the latter case, you may prefer to have a private meeting with the trainer instead of presenting your question in front of the whole group. This is why we have provided a one-hour personal online meeting that you can take advantage of at any time, during as well as after the course.

User’s manual
Before the course begins, each participant will receive a hard copy of the User’s Manual. The manual describes in detail all the techniques, procedures and principles of Sensing®. This manual will be particularly useful after the course, if you wish to delve deeper into certain aspects related to the ability to feel or, for example, you are leading a design team. Together with the manual and our direct assistance, we are sure we can offer you the best possible support to learning.