



## TIP OF THE WEEK

May 1, 2007

Intuition is a great asset. But only when you're right.

Earlier this year, I attended a conference where one of the activities was orienteering. Each team was given a map and a compass and sent out to locate markers on a course. We climbed up hills, tramped through the woods and tried to collect more markers than anyone else.

I was on a team with my friend Tony. He had the most experience with compass and maps – which is to say that he had a little experience and the rest of us had none.

We found the first marker right away and headed toward the second spot. After a few feet, Tony said that we should turn right even though the compass said go straight. "My gut says to head this way." Sure enough, we found another marker almost right away. What was odd was that the third one did not seem to be where the map indicated it ought to be – but we kept going anyway, assuming that the map was wrong.

Unfortunately, what had happened was that we had wandered off the orienteering course and onto a paintball course. We were both lost in the woods and we lost the competition. We had ignored our tools and got caught up in our own cleverness.

Intuition is great. And sometimes you feel that you can't lose by using it. But when you have a map and a compass, and your intuition tells you to disregard them, tell your intuition to "get lost."

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Good luck. Work **ON** your business. Stay in touch.

**The Markens Group**

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