

The Legacy Lounge Podcast with Tiffany Neuman  
Season 1, Episode 51  
Let Your Intuition Lead In Your Business

**INTRO:** Hi, I'm Tiffany and you are listening to The Legacy Lounge podcast. If you are a high achieving, mission-driven entrepreneur who wants to elevate your income, impact, and influence, you're in the right place.

I left my corporate career as a creative director for Fortune 500 brands to create a legacy with my work and to support entrepreneurs to do the same. I'm not talking about having your name on a building or statues in your image. I'm talking about leaving behind a positive impact and creating something enduring that can be passed on. You pour your time, energy and passion into your business, so let's make sure your efforts will create a ripple effect that reaches far into the future.

Each monthly series will guide you through the business leadership and life skills you need to successfully leave a legacy that stands the test of time, and each episode is totally valuable on its own. We are here to provide you with the tools and ideas to make massive shifts and quantum leaps in your business, transforming you from entrepreneur into legacy brand.

The more you trust your intuition, the more empowered you become.

Okay, so if you've been listening to this podcast for a while, you probably get a sense or know that I'm a spiritual person. Although in my brand I do not lead with my spirituality because it's very important to me personally, but it's not really what I want to be known for. But I hear from so many clients, once they begin to work with me, wow, I didn't realize how spiritual you were and how much it's woven into the branding process. So in today's episode, we're not going super deep into spirituality, but we are going to dive into the importance of using our intuitions in our businesses and brands. And the professor in me always wants to blend a bit of science in as well.

So if your gut said that you had to listen to this episode, consider it a sign. For real though, our intuitions, especially as women, are our biggest assets in becoming a leader. Women are known to read other people's emotions, feelings and facial expressions way easier than men. Did you know that?

It's thought because men traditionally held positions of power and women were left in the background, as a result, they became more attuned socially to nonverbal clues. So by being left in the background, they were in a position to observe behavior which actually developed women's ability to empathize. It's really interesting.

So let's talk quick about the difference between intellect and intuition. The intellect relies on the power of logic, reasoning, analysis, and it's a super important aspect of being in business. Of course, it answers the question how can I understand what's going on in the world around me? And how should I respond?

On the other hand, intuition relies on your ability to sense feelings, energy and emotions in ourselves and in others. So that answers the question, what other information are these feelings giving me? So many of us in business tend to disregard intuition on the basis that intellect is more trustworthy. But is that really the case? I know when I was in the corporate world, intuition was never factored into pretty much anything. But of course it was also pretty much run by lead.

I was in C suite with a bunch of men. So if my intuition was telling me something, I brought it up. They'd always kind of bash it down with what they thought was there. And then I always wanted to be like, I told you so. But that's a different story.

You might understand where I'm coming from though. But intuition by nature is not logical because it's a process that happens, of course, subconsciously.

So just to talk a little bit about the sciencey stuff because I'm a dork here and I love it. Our brain attempts to process information using experiences and other clues to make sense of a situation. So it's a form of decision making where you can predict outcomes without fully being rational.

It's something that just happens. And the more I believe that you allow it to happen and you trust it, the more your intuition will work for you. For example, when you're interviewing somebody to hire, you get a gut feeling. And intuition that kicks in when you first meet them, you have a feeling about this person, and then you can use the rest of the interview to confirm if that feeling was correct. When faced with making a decision about two qualified candidates, the person you choose is often the one that you have a better gut feeling about, and or you may get red flags and learn from that later on.

So I want to talk today about how we can learn to trust our intuition more in business.

Last episode, we talked all about fun and freedom in our business. So if you missed that one, go back. You definitely want more fun and freedom in your business. Another way that I didn't talk about, though, is trusting our intuition, because I felt like it deserved an episode of its own.

So considering the rapid pace of change in our world, relying too much on logic, I believe, leads to slow decision making and paralysis by analysis. You've probably heard this term before. Overthinking, perfectionism really is a daunting problem, especially for a lot of women. And it often comes from not trusting our intuition, those gut feelings. So there comes a time in the decision making process when you have to trust your gut, because not all decisions can or should be based on data alone.

So I was reading this *Forbes* article recently, and it said, research in neuroscience tells us that the amount of storage in a working memory is limited, right? So that means that there's a point when our overthinking is going to be really detrimental or cause havoc in your strategy and the decision making process. And from experience, I know that trusting your gut is what always will keep you ahead of competition, aligned with your audience and on the right track in your business.

I've seen it time and time again. When you get those gut feelings, you have to follow them despite the circumstances and despite what the data might be telling you.

Now, the sweet spot, of course, is to measure them out equally, right? So there is so much power in using our intuition. We've all had things go wrong in our lives, and sometimes we straight up make bad decisions, right? Like that's human. But oftentimes if you look back and connect the dots, it's probably because you didn't go with your gut.

I'm just going to let you sit with that and think about it for a minute. Is that the case for you? Other times you might make a decision based on your intuition as your gut feeling tells you it was the right thing to do. So for me, I had red flags in the past when I hired someone on my team, but I didn't listen to the red flags. And a year later I was so annoyed at myself because I instinctually knew that it was not the right move.

Energetically, this person had all the credentials, there was a great recommendation, but I should have known that it wasn't the right fit for me and my current team. But I was in hustle mode and I needed someone quick. I didn't slow down to find the right person at that time.

Now on the other hand, I met my new COO through a client and immediately, even before I knew if she did this type of work, I knew she was the right fit and it has been golden working with her ever since. So you can probably think of instances where you trusted your intuition and it's worked great and you didn't and you kind of paid the price for it.

So again, how can we begin to dial in our intuitions closer and really begin to trust them? First, I want you to know that using your intuition has many uses. On the highest level, it's really helpful to refine your vision and purpose and confirm that you're on the right path, right, tapping into that, knowing if we're heading in the right direction, going into those emotional feelings needed for a compelling vision for the future. And this is why so many business owners, I believe, are called visionaries. We have a higher sense of intuition than most people, but oftentimes when the hustle and bustle starts happening, this is when we tend to get disconnected.

So there's times when you get overwhelmed with like facts, figures, data, helping clients and things just become a blur. Time moves faster, but you need to make a decision by slowing down even though it feels counterintuitive and allowing your intuition to take over. You can make a much better decision as your subconscious mind absorbs all that information and helps you make the right decision for you. Intuition also helps us understand, say, team dynamics. So if you have a team, finding common ground that brings people together is huge.

And your gut feeling can tell you when something is off. Maybe a person is not feeling part of the team and it can allow you to change things up or interject before the dynamics derail a team. Sometimes however, the answers to problems aren't always obvious, even if we have all the facts. So it's only by using your intuition that you can begin to uncover where blockages are in your business. And this of course stems to your personal life as well.

Also. And finally, using your intuition makes you a better leader if you're looking to create a legacy and live a legacy now with your business. When you work to balance your emotional and spiritual brain and your logical brain together, magic will happen. I used my intellect and my hard work and grit for a couple of years, the first year in business, and yes, I still made it, but I was working hard and pushing hard. Once I really started to weave in the spiritual and allow myself, give myself permission to slow down and really act from a core place in my life, things shifted.

And that fun and freedom and flexibility was so much more beautiful than I could ever imagined. Using your intellect will only get you so far, but when you combine that intellect with intuition or taking the chance to go with your gut more often, that's what's going to make you shine as a female business leader and business owner.

I've tried to add value to today's short, inspirational episode. Drop me a DM on Instagram @TiffanyNeumanCreative and let me know, please. And as always, I'd be super grateful if you left a review on your favorite podcast player so other women who are looking to live and lead a legacy, take notice.

Sending you so much love. Until next time. Make sure you join us next week because I have an amazing thought leader, herself and spiritual mentor that I've met. I haven't worked with her, but she is amazing.

And we're going to talk more about how to use your intuition and bring your spirituality into your brand and business so you can fly further.

**OUTRO:** That's it for this episode. Thank you for listening to The Legacy Lounge Podcast. Connect with me on Instagram @tiffanyneumancreative I would also love to hear your feedback to see what resonates with you and what you'd like to hear in the future.

If you love this episode, please provide a review and we will be forever grateful. You can always find links and resources shared on the show by going to [yourlegacybrand.com](http://yourlegacybrand.com).

Remember what you leave behind is not what is engraved in stone monuments, but what is woven into the lives of others. What are you doing today to pour into others and to leave your legacy?