

LYNN A. ROBINSON

trust  
your  
gut

HOW THE  
POWER  
OF  
INTUITION  
CAN GROW  
YOUR BUSINESS

## What Fires You Up?

*It is always with excitement that I wake up in the morning wondering what my intuition will toss up to me, like gifts from the sea. I work with it and rely on it. It's my partner.*

— JONAS SALK, INVENTOR OF THE POLIO VACCINE

Shira Miller is president of Shira Miller Communications, Inc. Her passion and enthusiasm fairly crackle through the phone lines as I talk with her at her boutique public relations agency in Atlanta. She loves her work and finds that intuition is one of the most powerful tools she uses to run her business:

*I've learned that my gut is a lot smarter than my brain in assessing new business opportunities. For me, the intuitive information arrives almost in the form of a visual "thought bubble" in my brain (like in the comic strips). I can hear "this is right," "go for it," "watch out, there could be a problem." Most of the time I listen to it, but problems always arise when I don't.*

*A year ago, I had the opportunity to handle all aspects of an event called the "Search for Atlanta's Funniest Accountant." It was for a local financial recruiting firm called Accountants One. This was a different animal from the*

*typical strategic corporate PR work I handle, but my internal thought balloon lit up like a pinball machine. I knew I wanted it 100 percent and kept receiving intuitive messages like “this is fantastic,” and “this will be wonderful and challenging”—even before I met the potential client or knew what kind of money was involved.*

*So I pulled out all the stops to pitch the business and I got it. Handling this event has been one of my favorite assignments ever. We adore the client, who is extremely ethical and a pleasure to work with. We ran all aspects of the Funniest Accountant Search and it was a huge success. The venue sold out in four days, we secured publicity ranging from a front-page story in the Atlanta Journal & Constitution to the Wall Street Journal and made great strides in raising our client’s visibility. And now we’re going to handle all marketing communications for Accountants One while preparing to do the event again next year.*

Her logical mind told her this piece of business wasn’t the right one for her. Her intuition shouted “Go for it!”