Intuition, Creativity and Aesthetics



JOE FERGUSON, PhD

PhD Clinical Psychology, Fielding University MBA, Wharton School of Business

Intuition is one part of yourself making suggestions to another part, generally without explanation. What you are aware of as your conscious self is really just a tiny subset of what goes on inside your head. Consider what suggestion a cat's whiskers might give to their cat about whether to proceed into that narrow space. The kitty doesn't need to know trigonometry, the width of its hips or the consequences of getting stuck in a pipe to benefit from the intuition that arises from the simultaneous stimulation of whiskers on both sides of its face. This intuition means

"Don't crawl into that pipe, Kitty!" Most of the cats that ignored this intuition in the past are dead. This simple reflex suggests how intuition works at higher levels.

Once you have invested the necessary hours to master any discipline, regardless of its scope or scale, you can expect to have intuitions that reflect what you have learned in that domain thereafter. Note that intuition encodes everything you learn regardless of whether it is right or not, so intuition also institutionalizes errors, mistakes and delusions along with wisdom. Intuition is effortless and it frees you from having to reconstruct everything from first principles repeatedly; so you can build on what you have learned. Creativity is intuitive, almost by definition. You can invite your intuition to generate surprising new alternatives from among which you can select those that are interesting but not too crazy. Intuition is only a good thing as long as your critical reasoning and judgment are intact and activated. Intuitive judgments about the quality of your own intuition are *aesthetics*, which inform you about what you think is good and right without your having to know why you think that. Intuition is a sharp sword with two edges. Pay attention to how you wield it. Trust me. Call me.

Concise Personal Counseling

\$175 per 70-minute session ~ Walking Distance From St. John's College (505) 913-7159 ~ DrJoe@Fergi.com ~ www.Fergi.com