

FROM TAO TO DOW

Tapping Into Your Inner Wisdom and Intuition With the Ancient Chinese Classic *The Book of Changes*

"The intuitive mind is a sacred gift and the rational mind is a faithful servant. We have created a society that honors the servant and has forgotten the gift. "

- Albert Einstein

DESCRIPTION:

Formal methods of business analysis and decision making are heavily analytical in nature, while approaches based on personal intuition & creativity are often ignored. Yet, research indicates that employees with dominant analytical side more likely end up in staff positions, while intuitive & creative thinkers generally climb to managerial and executive roles. Not only intuition matters, it may be one of the key ingredients for success.

The *I Ching*, "Book of Change", is considered the oldest of the Chinese classics and throughout history has been referred to as a book of fundamental principles and wisdom. The book was consulted regarding specific questions and used as a guide to life's turning points. The *I Ching* consists of 64 chapters, which serve as blueprints for key life events and their interdependencies. The consultations with the *I Ching* engage the intuitive mind and allow one to gain insights, which may not have been possible via the traditional analytical methods.

OBJECTIVES:

The structured and time-tested approach to intuitive analysis based on the *I Ching* can be a valuable tool to help navigate the constantly changing and uncertain business landscape. This workshop will focus on how to:

- Identify limitations of the quantitative methods and added value of the intuitive approaches
- Experiment with the millennia old Chinese system for engaging your intuitive mind & inner wisdom
- Understand the cause & effect dynamics of a situation
- Detect early patterns of change & foresee possible outcomes
- Perform inner inventory of your mental state and resources when dealing with challenges
- Learn to keep balance and inner strength in changing & turbulent times

ABOUT THE PRESENTER:



Misha Goussev is a PhD graduate of and an adjunct faculty at the California Institute for Human Science. He also holds an MBA degree from the Wharton School of the University of Pennsylvania and MS degree in Computer Sciences from Moscow University of Technology. Misha is a long-time scholar of the East Asian wisdom traditions and healing practices and has complemented his academic work with numerous field study trips to Asia and Latin America. In his doctorate work he researched the effectiveness of the ancient Chinese classical texts on wisdom and strategy in the context of the modern decision making frameworks. Misha presents in conferences and teaches workshops at the leading academic and corporate establishments in the United States.

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