



The Tao of Dow

# WISDOM & INTUITION IN DECISION MAKING

NAVIGATING THE MODERN BUSINESS ENVIRONMENT WITH THE ANCIENT *BOOK OF CHANGE*

Misha Goussev, MBA, Ph.D.

Weekend Workshop March 30 – April 1 · Online Class April 2 – June 10 · Encinitas, CA



*"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 INSTRUCTOR:



Misha Goussev received a Doctor of Philosophy degree from the California Institute for Human Science, as well as an MBA degree from the Wharton School of the University of Pennsylvania and currently works for Morgan Stanley in New York City. Misha has been pursuing interests in ancient wisdom traditions for over fifteen years complementing his academic studies with practices of Tai Chi, Qigong and meditation. Misha has published a number of articles and presented his work in multiple professional conferences.  
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## LOCATION AND REGISTRATION

California Institute for Human Science  
701 Garden View Court, Encinitas, CA 92024 | 760.634.1771 | admin@cihs.edu | [WWW.CIHS.EDU](http://WWW.CIHS.EDU)

## DATES & TIMES

Weekend workshop: Fri, Mar 30 (7-9:30), Sat, Mar 31 (9-6), Sun, Apr 1 (9-6);  
Workshop materials are included in online class offered Apr 2 – Jun 10 (ask for details)

## WORKSHOP FEES

Audit (open to public) \$265; Enrolled CIHS students: \$420; Ask for online class details & fees

## CANCELLATION AND REFUND POLICY

Full refund minus \$25 administrative fees for cancellations submitted in writing up to 48 hours before the workshop.

