

STIMULATING INTUITION AND CREATIVITY
IN BUSINESS ANALYSIS AND DECISION MAKING
WITH THE *I CHING*

by

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ABSTRACT

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Background: This study is based on the premise that the decision making process in business organizations is generally dominated by the numerical analysis and reliance on financial data, which often builds a false sense of security and an incomplete view of a situation.

Objective: This study explores the relevance and possible applications of the *I Ching* as a means for stimulating intuition and creativity in decision making in the contemporary business environment.

Design: The research aspect of this work was designed as a two-phased exploratory study with participation of two groups of research subjects. The first phase explored the traditional method of consultation with the I Ching (*chance method*) using coins, while the second focused on applications of a less known approach (*deliberate method*) requiring participants to construct hexagrams based on the analysis of the cycle of change (*bagua*). While most issues discussed during the first phase were of personal nature for each participant, the questions addressed during the second phase were complex business cases.

Results: The results of the case studies for both the *chance* and *deliberate* methods were analyzed with each participant in a series of one-on-one interviews and documented in specifically designed case-study templates. Participants from both groups reported the overall positive experience and relevance of the consultations. The subjective applicability rating of the *chance* method provided by the research participants

was **4.47** out of **5**. The results of the *deliberate* method were not ranked due to a significantly higher level of complexity and ambiguity, but all participants reported gaining clarity, structure, insight and enhanced ability to see the big picture and the forces shaping it.

Conclusion: The results confirmed potential benefits of using the *I Ching* as a method for stimulating intuition and creativity in the context of business analysis and possibly complementing traditional analytical frameworks in the decision making process. Areas for future research include: 1) The *I Ching* and Framework-based Methods of Analysis, 2) The *I Ching* as a method for developing creativity and intuition and 3) Correlation between the flow of *Chi (Ki)* energy and the *I Ching* readings.