

# Nous Management Styles

Managing by nous is not as peculiar as it may seem. Leaders often report that some of their decisions come from a “gut feel” The decision just “felt right”. On the opposite side of the continuum is “paralysis by analysis”. The fear of making the wrong move is so great that all critical decisions are delayed. Opportunities are often lost because of a fear of being wrong and spending too much time procrastinating.

This program helps participants be more aware of the power of nous. Without nous, human beings would certainly not have progressed as a species. Your facilitator will strip away misperceptions of the power of instinct. Your people will learn the necessity of balancing nous in making decisions.

Your facilitator will also show participants how “nous” is a fantastic tool to use when you find yourself in an ethical dilemma.

Nous management is not an alternative to disciplined decision making and the program was designed by a psychologist to help people develop a nous management balance and a nous zone of tolerance.

As an exercise consider the role that nous management may have played in the following 5 breakthroughs

1. The Electric Light
2. The Model T Ford
3. Virgin
4. Microsoft
5. General Electric

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Ever tried - Ever failed –Never Mind – Try Again – Fail Again – Fail Better  
*Samuel Beckett*

# Key learning outcomes

Your **Nous Management Styles** program will give participants the skills to:

- Be aware of how nous helped human beings develop and survive
- Calibrate your nous listening scales – Do you really pay attention to gut instinct and/or common sense
- Be aware of how your nous management style is affected by career conditioning
- Break free from the fear of making some poor decisions
- Critique nous management case studies
- Critique analysis by paralysis case studies
- Allow your people the room to make poor decisions without a culture of dread and fear
- Critique ethical decision making case studies
- Build a nous management continuous improvement culture
- Learn some interesting nous management experiments conducted by behavioural scientists
- Understand how emotional intelligence influences our decision making
- Conduct a short TOWS analysis and identify niches using nous (only)
- Oppose structured thinking occasionally to develop your creating thinking styles

## Would you like to attend this program?

- For maximum effectiveness, this program is best conducted as an in-house program.
- **Ideal group size:** 4 – 9 participants.
- **Venue:** For your convenience, you can choose to conduct this program at your business premises. Alternatively, we can provide a training venue at a small additional cost.
- **Duration:** This program can be conducted as a one day or half day program.
- **Cost:** Price on request.
- **Target Audience:** Employees, Supervisors, Team Leaders, Senior Managers or CEO's.

If you would like more information on this training program, please contact:  
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