



Group Decision Tip

E-mailed every two weeks to help groups make good decisions

Science Trumps Intuition

In principle, we believe things to be true because our intuition tells us so and/or because science tells us so.

Intuitive knowledge often comes quickly and is based on our direct and personal relationship with the thing that we are judging. It is a *gut feeling*.

Scientific knowledge comes more slowly because, by definition, it has to be verifiable.

Scientific methodology requires us to observe something repeatedly and see the same thing each time, or to do an experiment repeatedly and achieve the same results.

Intuition is the far-easier path and we often take it just for that reason. Science is harder but, when available, it is a better basis for decisions. When science is at odds with intuition, it can be gut-wrenching.

Practical Tip: If good science about the decision before you is available, use it. Even when the science points to inconvenient truths, at odds with intuition, or seemingly impossible to accept, these are not excuses for denying or altering the truth.

Good group decisions are based on the best knowledge available to the group. Where there is no science-based knowledge, use intuition. Where good science exists, accept it and act on it.

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Good Group Decisions, Inc.

98 Maine Street, Brunswick, ME 04011
Phone: 207-729-5607

craig@goodgroupdecisions.com

www.GoodGroupDecisions.com
Fax: 207-725-8710

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