



An Autoethnographic Journey into Uncovering Additional Types of Entrepreneurial Intuition

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Abstract

Although writing on entrepreneurial intuition has grown, researchers maintain that there is still much to explore. Current research has looked at the types of entrepreneurial intuition as well as the nature of cognitive intuitive thinking. The research problem explored is that entrepreneurial intuition should not be limited to the four types proposed. To address the entrepreneur's cognitive intuitive strategies, it has been suggested that research should focus on what happens inside the mind of the entrepreneur. To pursue this further, we adopted a collaborative autoethnographic approach which consists of the self-study of an entrepreneur and the addition of a researcher to act as a reflective sounding board. Six story boxes tell intuitive stories of entrepreneurship. This research study finds that the cognitive, intuitive thinking strategies pursued by the entrepreneur extend beyond the four basic types suggested and two additional intuitive practices, namely sensorial intuition and intuitive praxis are proposed for this multifaceted concept. Used interchangeably, these intuitive practices are situational allowing the entrepreneur to act intuitively within various contexts. The recommendations are that these findings can be further investigated through quantitative studies.

Keywords: entrepreneurial intuition, sensorial intuition, praxis intuition, autoethnography

1. Introduction

Intuition is the key ingredient of entrepreneurship and even after numerous books and articles entrepreneurial intuition and all its facets are still not fully understood. There is still room to unpack the gut feeling that many successful entrepreneurs refer to as knowing without knowing why. In this article, we make the argument that there are many different ways that entrepreneurial intuition can be manifested by an entrepreneur. We draw on an autoethnographic self-study case study of the first author, an entrepreneur and an academic, to provide evidence for the claim that we make. Using a collaborative autoethnographic approach for delving deeper into entrepreneurial intuition makes perfect sense because it encompasses the lived experiences of the entrepreneur whilst the emotional and mental aspects of the situation can be reflected upon. Collaborative autoethnography is a qualitative research tool that allows the researchers to work collaboratively so that the stories and narratives can be critically and reflectively presented.

This article aims to shed light on the praxis of intuition. Research suggests that entrepreneurs rely on intuition when making decisions (La Pira, 2011), a sixth sense, a non-conscious and automatic cognitive process which in ancient times was considered valuable, even sometimes considered a gift from forefathers or God. Researchers on the other hand see our sixth sense as part of how humans process information. In business it is a profiting power that exists in your head (Sadler-Smith, 2010), a corporate foresight of what the future holds or your gut feeling (De Toni, Siagri, & Battistella, 2017). Intuition, instinct, gut feeling, inner voice or sixth sense are all labels for this judgement based on inner knowledge that has been acknowledged and expressed by well-known entrepreneurs such as Steve Jobs (Apple), Oprah Winfrey (Media Mogul) and Richard Branson (Virgin) (Sadler-Smith, 2010).

Entrepreneurial intuition is "the affectively charged recognition and evaluation of a business venturing opportunity [as well as making decisions as the business venture grows] arising as a result of involuntary, rapid, non-conscious, associative processing" (Sadler-Smith, 2015, p. 213). Research to date has identified various types of intuitions with Walsh, Knott, & Collins (2022) proposing 4 types. The contribution to the academic debate is that there are more than 4 types of intuition (Walsh, Knott, & Collins, 2022) used by entrepreneurs. We suggest two additional types.

Furthermore, we contend that entrepreneurial intuition is situational based and thus there are many more types of intuition in terms of the multiple situations an entrepreneur can experience.

2. Materials and Methods

2.1. Theoretical Background

We accept the premise that during decision-making, the human brain follows two distinct, information-processing systems (Betsch, 2008) including entrepreneurial settings (Hodgkinson & Sadler-Smith, 2018). One process happens unconsciously and intuitively whilst the other is different, and occurs through conscious and deliberate cognition which are called System 1 and System 2 respectively. Intuitive thinking operates within System 1 (Kopalle, Kuusela, & Lehmann, 2023).

Drawing on insights from Evans & Stanovich (2013) we suggest that the two systems operate in a simultaneous parallel mode, where intuition and analysis operate simultaneously, almost competing with each other, and both are responsible for decision-making. Another view on how the two systems operate and how they interact is that intuition is the first wave of information processing and then deliberative analysis catches up (Hodgkinson and Sadler-Smith, 2018). The two perspectives are close and we think that both modes are viable explanations. Finding the right balance between intuition and analysis is essential and varies from situation to situation. From another perspective, Sobkow et al. (2018) suggested that subjective intuition ability is the metacognitive feeling associated with and preference for using intuition. This means that intuition can be the preferred information process for decision-making.

Furthermore, we assume that entrepreneurial intuition is multi-faceted (Baldacchino et al., 2015; Walsh, Knott, & Collins, 2022). Walsh, Knott, & Collins (2022) empirically confirmed that there are at least four types of intuition used by entrepreneurs in practice. The four types of intuition identified by Walsh et al (2022) are expert intuition, creative intuition, social intuition and temporal intuition. Expert intuition is based on previous experience. Salas, Rosen & DiazGranados (2010, p.942) describe it as ‘domain-specific intuition developed through extensive practice and experience’ variously interpreted as expertise (Sinclair, 2011), problem-solving intuition (Dane & Pratt, 2009; Gore & Sadler-Smith, 2011), or implicit learning (Sobkow et al., 2018). Creative intuition is based on coming up with a new or unique solution by drawing insights from diverse elements (Sinclair, 2011). Social intuition is based on a sense of understanding within interpersonal relationships where the entrepreneur can evaluate others by attending to verbal and non-verbal cues (Gore and Sadler-Smith, 2011) while temporal intuition (Walsh, Knott, & Collins, 2022) is based on a sense of the timing, knowing the right time to create or capture an opportunity.

Furthermore, Dane and Pratt (2009) have proposed moral intuition. These are instinctive thoughts and feelings about right or wrong in a given situation. Sinclair (2011) proposed intuitive foresight as a prospective type of intuition. Theoretically, we adopt the view that “intuition is a dynamic process rather than a static property or trait” (Walsh, Knott, & Collins, 2022, p. 116). We also assert that there is a dynamic interplay between the types of intuition (Walsh, Knott, & Collins, 2022), rather than it being a single construct (Baldacchino et al., 2015). Thus, we posit that it might be possible to identify other types of intuition. Much of the research on entrepreneurial intuition has focused on the opportunity aspect but we think that EI goes beyond opportunity recognition and venture creation and extends to the start-up phase and the running of the business.

2.2. Methodology

Van Burg et al. (2020) advocate using autoethnography in studying entrepreneurship, thus our choice of research design for this study was an autoethnographic study. Autoethnography is a type of research, writing, and methodology that links the cultural and social with the autobiographical and personal. Thus the autobiographical story is connected to wider cultural, political, and social meanings and understandings (Ellis, 2016). We consider the lived experience of intuition as a phenomenon that entrepreneurs can recognize and reflect upon as well as make sense of through verbal reports elicited through self-reflection and/or within an interview setting. The autoethnographic design can be seen as a case design since the subject studies her/his self, thoughts, feelings and their behaviour.

Autoethnography (AE) is essentially a methodological approach in which researchers tell their stories. They narrate their story with a focus on a specific phenomenon. In doing so they present their lives concerning this phenomenon as a case study. There are three aspects to AE: auto, ethno, and graphy—: the research process (graphy), the culture (ethno), and the self (auto). AE researches the self within a particular culture and context (Ellis, Adams, & Bochner, 2011). Autoethnographers differ from autobiographers in that they “tell stories to explain how they respond to their environments in certain ways and how their sociocultural contexts have shaped their perspectives, behaviours, and decisions” (Chang et al., 2016, p. 19). The first author thus tells her stories and reflects on them as the data of the study.

The value of autoethnography as a method is that it gives access to data that would not be accessible through other methods such as surveys and interviews. The presentation of the narrative can be presented evocatively or analytically. Evocative autoethnographies are self-reflexive commentaries that aim to stimulate readers (Anderson, 2006) while analytical autoethnography aims at presenting the case data- meaning the story which is then analysed to

extrapolate theoretical insights. Although there are evocative snippets from the first author's story this article is largely written following the analytical autoethnographic conventions (Anderson 2006).

The research is based on Author 1's self-exploration of her experiences of over 50 years in entrepreneurship, both formal and informal, in an honest, open and transparent manner. The second author came on board as a critical and reflective co-researcher and thus this study qualifies as a collaborative autoethnographic study. Author 2's role was to interview Author 1 and ask critical questions so that she could self-mine her memories. Author 2 assisted in the data analysis and writing of this collaborative paper to ensure triangulation and to guarantee quality control of the data analysis (Cooper & Lilyea, 2022).

Regarding adhering to ethical best practices, we have endeavoured to respect and maintain the anonymity and confidentiality of all persons referred to.

3. Results and Discussion

3.1. Presenting and Reflecting on Author 1's Stories

This section, where the first author tells her stories, constitutes the data of the study. In addition, her reflections after each story are also constitutive of the data of the study.

My father, also an entrepreneur, was a strict, yet amazing man, hardworking, driven and focused to provide for his family. I can still remember as a 5-year-old how I sometimes accompanied him to his construction sites, sitting high up in the huge truck he used for transporting workers and more. There was no preschool in those days so my mother used to pack us sandwiches and snacks and a flask with filter coffee and condensed milk. In daily discussions chats and around the dinner table, or for that matter, wherever the opportunity arose, that was where my father taught us many life and entrepreneurial lessons. He adored all my ideas and his approval gave me confidence in my journey forward.

My mother was a woman of many talents. In her career, sports, cooking and baking, she was easily the best mom anyone could ask for. My mother was orphaned at a very young age and her childhood was difficult encompassing a typical stepmother. I believe these experiences made my mother determined to always give more than what would be considered enough. More love, more time, cream instead of milk and butter instead of margarine. My mother stimulated our creativity in thinking, doing and learning and never gave any hint that some of my ideas were far-fetched. I would rate this as a key ingredient for my later trust in my gut feeling.

Story Box 1: I was 7 years old

As the youngest sibling of three, I was the baby, my Dad's baby. We wanted a swimming pool. My brother and sister felt that I was the best one to approach and negotiate with my dad. I formulated a contract without the help of Google (it was 1973), negotiated and closed the deal and my father signed the contract. To date, my family still laughs and teases me about this. I took my first step into selling the idea, identifying the opportunity and most of all, my idea or venture was supported! Baby entrepreneurial steps and the start of a journey of trusting my deep thoughts and feelings!

Author 1 reflections on story box 1: I was young but I showed the courage and confidence to take the task upon myself, use my ability to negotiate and persuade my father by capitalizing on my ability to navigate people and relationships, utilising my interpersonal relationship and the bond I had with him on a 'business level'. These interactions with my dad were the basis for me developing my social intuition, i.e. the ability to read people and how to manoeuvre within relationships, I had to be smart in my approach: my father was not a man easily persuaded. In most conversations where this story is retold, the emphasis is on my ability to always make things work and jokingly they refer to this as being born with a golden spoon in my mouth. I rather see these first steps as me building trust in my intuitive ability. This successful encounter and other small events thereafter laid the foundation for me to trust myself and thus I became more self-confident. At this young age, my victory laid the foundation for knowing I can trust myself, trust my thoughts, trust my deep feelings.

I am motivated by the desire to develop or design a novel idea, not to let an opportunity go by, and never to have any regrets one day that: "I should have.....". In this process my learning to trust my inner thoughts and feelings played an important role, guiding me and giving me the confidence to 'know' when to move and when to stop.

Story box 2: Selling chickens

I was about 8 years old when the idea to buy chicks, raise them and sell them as poultry. It took some convincing, but with the help of my father, we built a chicken coop and started raising 100 one-day-old chicks. Raising chicks is not that easy and unfortunately, many of them did not reach adulthood. None of them ever landed in our pots or were sold for money. Eating anything that had names and was raised by myself was not edible. This project did not reap any financial benefits.

Author 1's reflections on story box 2: The saying: never count your chickens before they hatch comes to mind. From a business perspective, this was a good idea and an opportunity which could have generated a healthy profit. Although eventually, the chickens were not sold for money this was the first step of self-discovery and realization of my values which are a core, bedrock source of my feelings and thoughts. It taught me that one needs to be flexible and adaptable to change in how you feel and think. Despite having a clear plan, circumstances changed, and I realised that my care for the chickens was now paramount, and my gut feelings were orientated to their well-being and thus my conscience trumped money. Reassessing my priorities changed my way of intuiting and in the end, my deep-down feelings for the well-being of the chickens were the biggest reward.

Although critics may indicate that this is a story of failure, I see it as another step in believing in myself. I am pleased by the idea that making money (my initial gut feeling) did not overrule my conscience (my subsequent gut feeling). If we slaughtered the chickens and sold them it would have been a very traumatic experience for me and I would not have trusted my gut feelings thereafter. From this I have learnt a few business lessons: (i) my conscience (my deeply held values) plays a very important role in my intuitive decision-making. My business ideas must be supported by my gut feeling. My gut feeling, my conscience, my ideas and my creativity are all interlinked. It is like a simultaneous process, the one cannot operate, overrule or support ideas without the other; (ii) any business idea that involves animals and humans should be avoided by myself as I get emotionally involved in their wellbeing (although I don't lose my ability to think intuitively my intuition goes in the direction of their wellbeing); (iii) do not be wedded to your intuitive decisions because you might change them along the way.

Story box 3: Funky shorts

As a first-year student, with a need for pocket money, I was ready to conquer the world! It was just as the local art and craft markets started emerging in local communities. For me, this meant one thing: an opportunity! I knew (without knowing why) that whatever I was going to sell, it had to be unique and to be profitable, I had to make it myself. Bold colours, David Bowie and Boho were in. I came up with the idea to make crazy, multi-coloured shorts, every panel a different colour, every short diverse. I knew it was unique, I knew there were many students around and my gut feeling confirmed that this plan was going to work! This was a very lucrative business. I barely had any expenses. It was a home industry and fabric and cotton were my only major expense. The shorts sold like hot cakes with only a few left after every market day. I later expanded the business to include the making of a baby range of tracksuits and a few years later, I started making wedding dresses. These dresses perhaps took a little longer to design and stitch but brides were prepared to pay a whole lot more. !

Author 1's reflections on story box 3: I started a home industry. I sensed such a strong feeling of success, that I never considered failure. The risk was very small, I had trusted myself before and it worked, so what could I lose? I had a hunch that this was a good idea! I knew, deep down by sensing the mood and being aware of my own likes at this age, that my clients would love the shorts. As I browsed through rolls and rolls of fabric my sense of touch led me to buy many different pieces. I can recall how excited I was to start sewing them. Mentally (what we later label as intuitive applied praxis) I already pictured them and when I started cutting the fabric, my instinct, creative flair, my trust in the touch and feel of the fabric I mixed and matched the different panels of the Boho shorts into a unique garment! Each new week I was so excited, a key ingredient that drove me to get working on the shorts, new ones, and different colours until the range was extensive with many unique varieties to choose from. I soon ventured into the designing of wedding dresses. It was during this period that I saw an opportunity to buy my first dilapidated two-bedroom house which I renovated and made provision for a waiting area, a dress and a sewing room. My timing was right: this house was sold about 3 years later for a very good profit. This successful experience in being able to judge the right time made me even more confident in intuitive judgment.

Story box 4: Hello guesthouse

One day, I decided, on a hunch, to start a guesthouse. And, just like that, during the winter holidays, renovations started, rooms were furnished and I was ready to do business! The guesthouse had lots of character with beautiful wooden floors and pressed ceilings, five en-suite bedrooms, offering dinner, bed and breakfast. I employed an assistant manager and cleaning staff. The guesthouse started small but soon hosted small weddings, bridal showers and other celebrations. Eight years later I sold the guesthouse for a huge profit. This was my best return on investment so far and the profit enabled me to put down a 40% deposit on my next property.

Author 1's reflection on story box 4: To this day, I can recall two moments where, for a few anxious seconds, the only thing that went through my mind was: what were you thinking...or not thinking? Starting the guesthouse was a perfect example of my intuition guiding my decisions: automatically, without thinking twice, intuitively, impulsively. I knew that the guesthouse would work: the setting, my six sense, everything pointed towards success.

The first heart-stopping moment occurred when I excitedly told my boss, a professor, about the new guesthouse I had established during the holiday. His very brief, direct question to me was: I hope you based your decision on some form of market research or a business plan. I stood there, knowing that the answer to these questions was no, I did not do any of that. I just had a gut feeling that it was the right thing to do.

Within the same week, my second heart-stopping moment occurred. I went to the local Tourism Office to go and register my guesthouse. The lady working at the tourism office was much less excited about my idea than me. She looked up and said, "You are now number 692 on the list of guesthouses in town". My heart stopped again. I had borrowed money from the bank for some improvements and alterations which had to be paid back. One would think that an educated person, familiar with the tourism industry and with a sound academic background cannot be so stupid to make such an important decision on a gut feeling. I placed my trust in my intuition and followed my inner sense.

Story box 5: In the woods

Passing a local cupboard factory, I noticed a black cloud of smoke going up into the sky as unused wood was burnt. This immediately started me thinking and imagining producing different wooden cheese platters, and wooden cutting boards, ideas which excited me and before long, I was doing research on tools, water-based top coats for wood, and different styles of wooden platters, handles and craft markets. The intuitive processing has started and this idea (analytically) had the potential commercial value.

So, just like that, I started a small business that produced hand-painted wooden trays, cheese platters and home décor. Over a weekend, our garage would turn into a workshop factory where local workers assisted me in the production of raw wooden products. Sometimes, I would even use chalk to draw the designs on the garage floor for them to copy and cut. You see, fortunately, my husband was in the interior construction industry so I had access to some of his tools and skilled workers over weekends. My creative methods and designs did not always make sense to my workers at first, but very soon, we all worked together like a well-oiled machine. We made wooden platters, trays, cigar boxes, cutting boards, wooden memorabilia, and special gifts for Mother's and Father's Day, our range growing fast, inspired by whatever pieces of wood landed in our 'factory'. Soon working weekends could not meet our supply demands. We exhibited at local craft markets, expos and shows and soon we were exhibiting at art festivals countrywide. Two years later I opened a second branch in a small town known to be part of an artist route and became a supplier to nine gift shops countrywide. This business was sold when we relocated.

Author 1's reflection on story box 5: When the idea landed my intuition had already recognised the opportunity. The only research I did was on tools, which glue, nails or handles to use, after all, this was an industry which I knew nothing about. The sustainability of this business depended on a perfect working relationship with the factory owner who acted as my delivery channel partner: the supplier of free wood. My social intuition guided me into a sound supplier relationship, so quite often, when I collected the wood, we engaged in conversations ranging from the weather to politics or good food.

When asked, what triggers an idea, a thought, or a feeling or where the inspiration or intuition comes from, the answer is unfortunately not a straightforward one. Numerous factors influence and play a role in my decisions and in most instances, every idea stems from a unique situation such as the physical environment or moment where I find myself (temporal intuition), the actual touch or smell of something (sensorial intuition), a picture, something that I see, a memory, knowledge (expert intuition) or even a mood can prompt the mental or cognitive process where images and ideas are intuitively formed, the dots connected (intuitive praxis). Most of my ideas happen visually in my mind's eye. My sensorial intuition is strong and elements such as touch, smell or seeing something stimulate my creative thinking.

Over the years I trained myself to look at things practically, not so fond of 'pie in the sky' ideas, because a pie in the sky remains exactly there. Beautiful to look at, to dream about but never actually bearing any fruit. Thus, when I get ideas from my gut feeling they generally evolve into ideas with practical implementation already built in. This is what I call intuitive praxis. I use the adjective 'praxis' because praxis is "action that is morally committed, and oriented and informed by traditions in a field" (Kemmis and Smith 2008, p. 4). Intuitive praxis helps me to get thinking about real-world implementation. It helps me to get my ducks in a row. I visualise right up until the operational and production components of the plan.

Story box 6: Beach café

I pondered on the café business idea for a longer period than usual as this was more formal than any other businesses I had before. Higher capital, higher risk. The pondering was not wondering. My intuition supported the idea. I purchased, what could be considered the ugliest, gloomiest, cowboy night bar in town. The location was perfect, but the image was very poor, I had a liquor license and was located in the only small shopping centre in town. We opened our doors with much hoo-ha in September of 2019. However, a few months later the world

entered into very unfamiliar territory: COVID-19. Level 5 restrictions closed restaurants down completely for almost 6 weeks. I had that heart-stopping moment again, actually feeling scared of being at the mercy of an unknown virus which impacted globally and left a trail of despair, especially amongst restaurateurs as time progressed. One thing that I knew for sure was that giving up was not an option and failure has never formed part of my vocabulary. This is where all resources, energy, knowledge and grit were pulled together to make it through one of the toughest rides in business. Fleckenstein, & Smith (2021) accurately describe this “I suggest the answer lies in their consistent attributes of grit, resilience, the ability to see things differently and repeatedly act ‘intuitively’. Today, this café is still operational, very successful, with a 4.7 Google review rating and keeping focused, never letting your intuitive guard slack for one moment....”

Author 1’s reflections on story box 6: Initially, consumers were worried about getting infected with the COVID-19 virus. Later, everyone expected business to return to normal. The impact of COVID-19 was severe on the lives of people, the way they socialized, their money matters and even their perceptions in terms of restaurants. Looking back, the COVID-19 period was indeed challenging, disruptive, uncertain, financially draining, and unprecedented, leading to business closures, reduced cash flow, market volatility, disruptions and financial instability and pushed me to draw on my intuition to solve these challenges.

3.2. Discussion

From the above entrepreneurial stories, it can be observed that almost all of the first author's business decisions were based on intuition with a key insight being that she worked on building trust in her intuition. Her intuition came played different roles and was directly tied to the situational challenges she faced. It included seeing a business opportunity (expert intuition) developing a new product (creative intuition), changing business direction at a particular time (temporal intuition), or even basic day-to-day operational decisions concerning people (social intuition) and deciding on the way forward (expert intuition). These types of intuition, together with other factors such as her education, using a rational mind to consider facts and figures, and employing her analytical skills and experience informed her entrepreneurial decision-making.

In the stories, the four types typically mentioned (Walsh, Knott, & Collins, 2022) were affirmed but we were able to extract two more types of entrepreneurial intuition which we introduce below. The key contribution is that entrepreneurial intuition has more than four types.

3.2.1. Theoretical implications

Intuition is entwined in all of Author 1’s stories: different types at different times. Sometimes only one type activates, and in other instances, all types. We contend that the situation will subconsciously ‘demand’ the most suitable type(s) of intuition at play. When exposed to recurring situations, expert intuition allowed Author 1 to make unconscious, rapid decisions that felt right at a specific moment. This was based on her understanding and knowledge which stemmed from a combination of sources such as experience, practical application, and formal and informal education. Author 1 explained, “In my mind and memory, my expert intuition enhances my ability to make informed decisions and identify opportunities based on information gathered during hands-on experiences.”

On other occasions, Author 1’s creative intuition came to the fore. Creative intuition involves more than the ability to mix and match colours and create artwork or beautiful designs. It encapsulates the bundling of ideas and dreams into innovative ideas, plans or solutions as can be seen in the entrepreneurial venture of making shorts. It allows your imagination to wander, associate, interact, explore and connect on a subconscious level. This may indeed often result in the creation of new products in the fields such as arts, design and entrepreneurship. Author 1 comments further and says, “My creative intuition moves across all fields, often stimulated by my senses.” Sensorial intuition is derived from the five basic senses, it’s using some or all of one’s senses to spot the opportunity, to smell and see the guesthouse (while it is still a house) or to touch and see and smell the wood before it becomes a wooden platter or touch the material before it becomes a short. Story boxes 3 to 6 speak to the sense of knowing and creative flair.

Time or the timing of decisions plays an important role and is crucial in business. It can severely impact the outcome of goals or even ensure that an opportunity is seized at the right moment. Author 1 was able to show in her mini-stories that temporal intuition gave her the ability to know when is the right time to sell a property or launch a product, approaching the future with confidence.

Having strong social intuition allowed Author 1 to connect with possible partners, and paved the way for negotiations and set the scene for beneficial engagements. This is mostly based on a feeling rather than any spoken words and behaviour, nonverbal communication, body language and interpersonal dynamics play an important role here. Author 1 said, “I trust my inner awareness to ‘tell’ me if I can trust a person, associate with someone or simply if I am like-minded to another person. Emotions and intentions are sensed intuitively”.

Furthermore, we extrapolate from Author 1’s experiences, additional types of entrepreneurial intuition. The first type is the sensorial intuition. Author 1 said, “Using my senses to intuit is very important and prominent in my idea

generation and very often dependent on where I find myself in the environment at a specific moment. I can see, smell or touch something that will intuitively set the unconscious process alight: ideas and plans will start generating (usually visually) in my mind's eye." Using her senses of smell, taste, hearing, touch or visual is intertwined with Author 1's intuitive thinking. Her reference to the smell of the wood and the touch of the fabric speaks to this type of intuition. Visualising the guesthouse interior, structural changes, decor and design was sensorially stimulated as she walked through the guesthouse rooms. The beach cafe was a sensorial hub where the aroma, taste and plating of food inspired many new ideas and recipes.

The second type derived from Author 1's experience is what we term 'intuitive praxis'. Intuitive praxis is where intuitive ideas are grounded in their potential practical application thus the practical expression of Author 1's ideas within her mind's eye which was the ability to see things in a future state of completion played a crucial role. Commenting on this Author 1 stated, "I hate unrealistic 'pie in the sky ideas' because they are not ideas but rather premature, worthless and lacking substance". As an entrepreneur who had practical experience in bringing her intuitive ideas into reality, Author 1 developed her intuitive capacity to generate ideas and products that she could see immediately instantiated into reality. The pattern design of wedding dresses and shorts had to be wearable, the kitchen flow of the beach cafe must withstand the December holiday pressures and demands and the wooden platter had to be pretty and functional to withstand household wear, tear and cleaning. Practical application and the intuitive thinking process combined lead to the successful implementation of the idea or plan. Walsh, Knott and Collins (2022) have argued that entrepreneurial intuition can be seen as both playing chess and painting pictures whereas we would argue that the metaphor of an action hero like the screen character MacGyver, who had the uncanny ability to come up with unconventional solutions to impossible problems, is more appropriate.

3.2.2. Practical Implications

Departing from the platform of the four basic intuitive practices identified by Walsh, Collins, & Knott (2022) to be used by entrepreneurs, this soon led us to believe that the intuitive types used by Author 1 were deeper and included more than just these four basic types of intuition namely expert, creative, social and temporal intuition. Through the storytelling and reflective research approach we were able to identify the prominence of sensorial intuition where author 1's senses influenced, and very often sparked, the thinking and opportunity-taking processes. Basic senses, especially seeing or touching objects or her surroundings would frequently inspire her to innovative ideas and plans. This is described as an unconscious process which happens spontaneously once the sensorial intuition is 'activated'. Sensorial intuition and creative intuition complement each other as they lead to new creations. For managers and entrepreneurs, the above implies that they have to use their senses when thinking intuitively. They need to touch the fabric or wood and smell the "business". As they do this they need to soak it in and start using the information they derive from their senses to guide their intuitive decision-making.

The second additional intuitive type identified was intuitive praxis which complements the entrepreneurial intuitive process. The fact that innovations, new business ideas and new plans must also be envisaged as realistic executable products and operational. Author 1 describes how, in her mind, the operational execution process would be replayed until all details are meticulously addressed before feeling satisfied and content with the idea. This means that she trained her intuitive thinking to delve into the operational dimension of her ideas. She further emphasizes how she schooled her thought process to be averse to unpractical, un-executable 'pie in the sky' ideas, asserting that success is only achieved once the product or idea is effectively launched into the market. She channelled her intuitive thinking from idea generation to possible operational execution. This is not always easy because most intuitive ideas are new and radical so coming up with these is already a great win but author 1 has shown that one can train your intuition and push it further into thinking about real-world execution.

The relevance, frequency and importance of both sensorial intuition and intuitive praxis in the story boxes of Author 1 suggest that there are more than four suggested types of intuition that influence and play a role in the intuitive entrepreneurial cognitive processes.

3.2.3. Limitations

Autoethnographic research, in general, is based on personal experiences and interpretations which may lead to perceptions of subjectivity, lack of objectivity and bias. This is recognised as a possible limitation of the study but since the aim was to peer inside the mind of an entrepreneur the autoethnographical approach was justified. Furthermore, if anything has resonated with you or moved you or it evoked a lesson or a new insight. then this article has done its job as this is the aim of evocative autoethnography.

4. Conclusion

In this study of entrepreneurial intuition, we have endeavoured to show that the entrepreneurial intuition construct is multi-dimensional. We further added two types of entrepreneurial intuition, by introducing the sensorial and praxis types of entrepreneurial intuition. Sensorial is a cognitive processing of information that comes from taking in the

cues that come via the senses of touch, smell, sight, hearing and taste whereas intuitive praxis was the cognitive foresight to see a transformed opportunity even while it was still raw. We also add the insight that entrepreneurial intuition is not only restricted to opportunity generation but also extends to all aspects of decision-making by the entrepreneur. We look forward to embarking on further research into the types of EI and the relationships between them.

Methodologically, this article marks many milestones as it represents Author 1's inaugural venture into autoethnographic research and an endeavour which impacted and enriched her thinking and reflections as an academic and an entrepreneur. The 'knowing without knowing why' was named. It also adds to the growing number of articles that utilise the autoethnographic design in entrepreneurial research.

The 4th industrial revolution provides us with the tools and technology to simplify many tasks. Fortunately, the human mind will always take the stage as the innovator of ideas, driven by a force known to man as intuition, a sense, a knowing and a feeling. The intuitive ability to identify new opportunities, generate ideas and make decisions will never become old.

For future research, it would be interesting to test, within a large study, the two types of EL identified. In addition, a comparative analysis where the intuitive processes of successful and unsuccessful entrepreneurs are compared to be able to identify key differences in the types of intuitive practices used. Furthermore, it would be interesting to measure how entrepreneurial intuition develops over time across different stages of the entrepreneurial journey by studying entrepreneurs at different stages of their entrepreneurial journey and various ages.

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