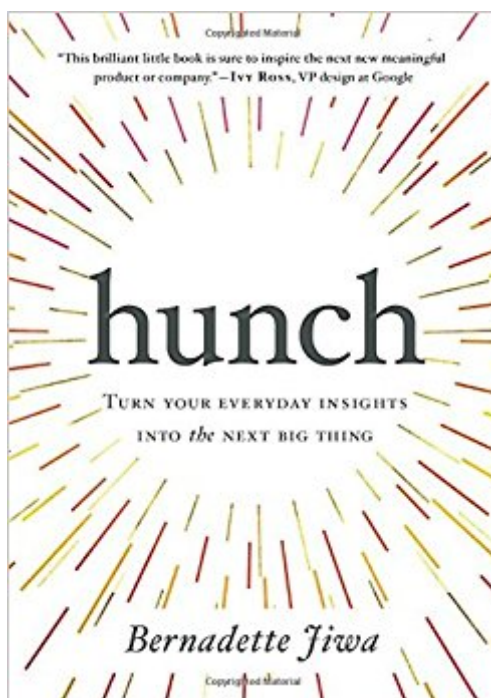


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# Hunch: Turn Your Everyday Insights Into The Next Big Thing



## Synopsis

Where will your next big idea come from? Analyzing hard data? A corporate brainstorming session? Customer focus groups? Or closer to home? Successful people don't wait for proof that their idea will work. They learn to trust their gut and go. In *Hunch*, international bestselling author and business adviser Bernadette Jiwa shows you how to harness the power of your intuition so you can recognize opportunities others miss and create the breakthrough idea the world is waiting for. She explores inspired hunches, from one that led to the launch of the breakout GoldieBlox brand to another that helped a doctor reduce infant mortality rates around the world. Filled with success stories, reflection exercises, and writing prompts, *Hunch* is the indispensable guide to embracing your unique potential and discovering your own winning ideas.

## Book Information

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## Customer Reviews

"This brilliant little book is sure to inspire the next new meaningful product or company."-Ivy Ross, VP design at Google  
"At the heart of every great business is a leader with a curious mind, heart, and spirit. *Hunch* helps you to tap into those often overlooked yet valuable qualities that will unlock your boldest ideas."  
• Chip Conley, strategic adviser at Airbnb  
"This book provides much needed jet fuel for any leader of creative people."  
Bernadette Jiwa reminds us that if we want to leap, we must use our higher human capabilities and not delegate our intelligence to data and tech.  
• Chris Bruzzo, chief marketing officer at Electronic Arts (EA)  
"Hunch arms you with powerful tools you won't find in a traditional business book. Read it and realize the potential we all have to be

creative. • Antonio Zea, senior director at Under Armour “Empathy and intuition are the new killer app, and this book shows how to deploy them with astonishing results.”

• Carson Tate, author of *Work Simply* “While data-driven decision making is a useful business capability, Bernadette Jiwa reminds us that gut and instinct still reign supreme. *Hunch* goes further, showing you in practical ways how to cultivate this important skill.”

• Steve Clayton, chief storyteller at Microsoft “Your next great insight is right under your nose, and you’re probably missing it. Bernadette Jiwa expertly shows you how to connect the dots in your world to transform everyday hunches into impactful work.”

• Todd Henry, author of *The Accidental Creative* “*Hunch* shines a light on the true engine of business success: the instincts that live inside us all.”

• Ken Segall, author of *Think Simple*

**BERNADETTE JIWA** is a recognized global authority on the role of story in business, innovation and marketing and the author of five best-selling books on marketing and brand storytelling. She advises, consults and speaks to entrepreneurs and business leaders who want to build meaningful brands. Her work takes her from Melbourne to New York (and everywhere in between).

Like the very best business books, this one will get under your skin. The ideas persist, and you’ll begin to see the world differently. It’s a fine companion to *Difference* and *Marketing: A Love Story: How to Matter to Your Customers*. My test for recommending a book is how often people come back to me with thanks for the find. With Bernadette’s books, it happens a lot.

Bernadette has done a great job, yet again, in helping to change the way I look at ideas and business. In today’s day and age, it seems that businesses are moving in polar opposite directions. One being towards cheaper and faster with less service and the other direction are these organizations that obviously put the customer first and solve problems that they didn’t even know they had. If you are of the opinion that there is enough of a market out there for your special idea as opposed to “I have to have an idea that everyone will love”, then this is the book for you. With real world examples, Bernadette tells how others have been able to take their small idea of solving a handful of customers problems has turned into much more. She then follows it up with actionable steps you can take to build your idea.

It’s written elsewhere here that there is nothing new in *Hunch*. I agree. Then again it’s a rare book

where someone has taken the concepts of ideas, opportunities, insight, creative process, curiosity, empathy, imagination and design, woven in stories, case studies and guided exercises and produced such a clear and concise treaty on turning common insight into successful products, services or things. So yes, while we are familiar with the concepts, I argue it's the story, structure and orderly content that prompts fresh learning. Although I will say, I've read thousands of books and I don't quite remember seeing anything like Bernadette's stimulating exercises. With simplicity she leads us through processes that promise to deliver insight.

OK. A nice read but no new information.

great info, well written, inspiring.

This book will help you pay more attention to the world around you, find ideas, and bring them to life. I have read all of Bernadette Jiwa's books (and read her blogs every day). Hunch is a great extension of her work. I particularly love the exercises she gives about how to put the information into action.

Bernadette helps people make their ideas fly as she did in helping me with my business. Now in her latest book she shares examples of people who "harnessed their curiosity, empathy and imagination" to seek out opportunities to "invest, create and serve." Her words motivate us to not just read and dream but to act. If you want to actually do and not just hope for the best then read this book.

Hi I'm Douglas Burdett, host of The Marketing Book Podcast and I'd like to tell you about the book "Hunch: Turn Your Everyday Insights Into The Next Big Thing" by Bernadette Jiwa. Have you ever noticed that we don't question "facts" as much as we question the insights from our observations and experience? In our data saturated and data obsessed world, facts and logic are king but intuition gets a bad rap. But the author argues that in this era of big data where everything is more measurable, intuition has never been more valuable. The fact is that we all use our intuition to make business decisions but it's just not fashionable to admit to it. This beautifully written book is a road map that helps you learn from the successes of others - giving you the tools to notice more and to understand how to recognize opportunities that others missed and create something the world is

waiting for. And those hunches don't have to be only about a Mars landing or curing cancer - it could be seemingly small things that can help your business, your daily life or the lives of those around you. There are hundreds of books that can help you with the process of making ideas happen. What's different about this one is that it very practically shows you how to pay attention to your hunches, reawaken skills that you may have neglected or forgotten, and develop new capabilities. Intuition alone won't tell you exactly where the hunch marks the spot, but it can send powerful clues as to where you might begin to dig. This is the book you need if you're ready to begin finding them. And to listen to an interview with Bernadette Jiwa about "Hunch", visit [MarketingBookPodcast.com](http://MarketingBookPodcast.com)

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