

# BALTIC

SEPTEMBER 2008

Outlook

YOUR  
PERSONAL  
COPY

## The Mysteries of St. Petersburg

free  
another travel guide  
inside

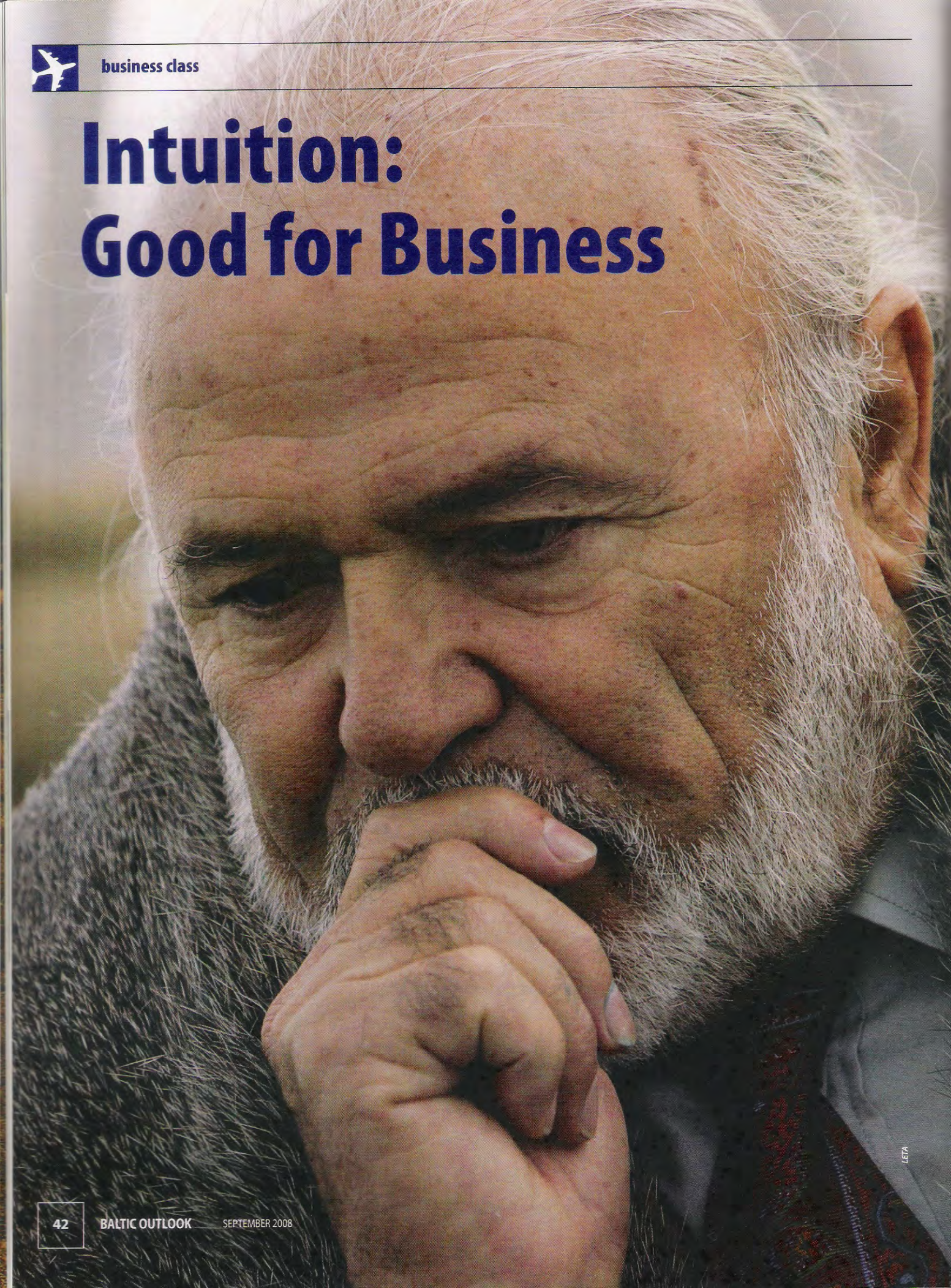
"Indie rock's patron saint" David Byrne  
The shifting sands of the Curonian Spit

airBaltic  
inflight magazine





# Intuition: Good for Business





**Antonio Meneghetti is the founder of Ontopsychology and president of International Business Consulting and Educational Company FOIL. Today he is also an internationally recognized expert on leadership. His ideas and teaching have stimulated advancement in the world of science, art, entrepreneurship, politics and eco-biology. He talked to the Baltic Outlook just before taking up his new post in Riga.**

**Baltic Outlook:** You are launching a new study program in Riga's BA School of Business and Finance. What improvements will it bring and what will be your contribution to the new MBA program?

**Antonio Meneghetti:** My teaching is based on three principles. The first one is purely academic - new discoveries by the Ontopsychology School regarding the mind's psychic processes. These discoveries give rational access to the infallibility of Intuition. Second, my teaching staff consists of young entrepreneurs in the 30 to 50 age group, who have built their business and prosperity on their own. And third, I have a global, integral knowledge of business intelligence in the academic and sociologic sense. I am interested in leadership psychology.

**Outlook:** What are the main characteristics of a leader?

**Meneghetti:** We would need a week to discuss it! But one thing is clear: it is a person with strong natural abilities, with rational ambitions who then undergoes continuous training in two fields - lifestyle and business.

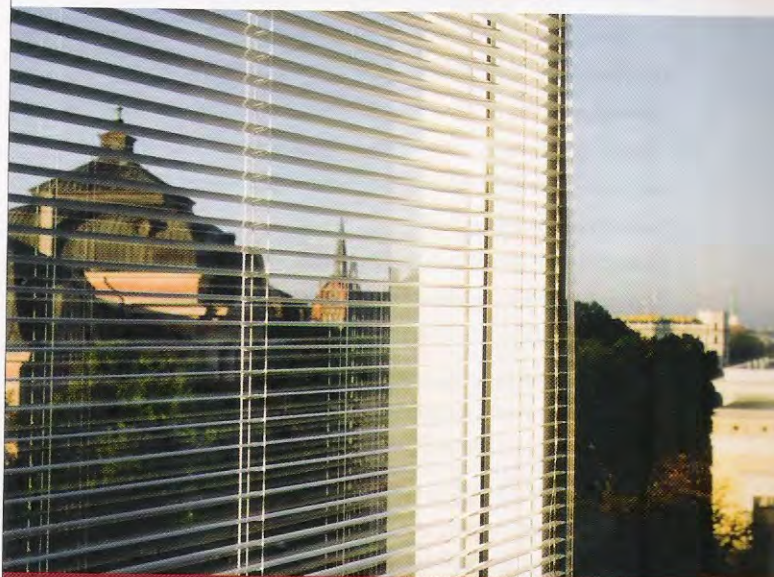
**Outlook:** At the beginning of the interview you mentioned that this new MBA program will focus on the identification and formation of business intuition. What does intuition mean to you? Is it comparable with idea of intuition as described by the French philosopher Henri Bergson?

**Meneghetti:** Bergson was an artist in philosophy and not a philosopher in the sense of Aristotle or Kant. However, he was the first philosopher who could formulate what intuition is. In this context it is crucial to understand the etymology of intuition. In my view, it is an act of being able to penetrate the essence of things, to know and be able to create - be it business, commerce, politics or a psychological situation. Philosophically speaking, things are real, when being takes a particular form. It takes several months of training to understand the true meaning of this.

**Outlook:** And how do we relate intuition to the business world?

**Meneghetti:** It is the ability to make the right decision or choice in any situation, under any circumstances. It is the runway towards fulfillment and implementing of things. However, some people misuse and misunderstand the meaning of intuition. For example, many claim to be guided by intuition, but in reality it is just a

# Instant offices with a view



If you see the view as a bonus, please take into account that the Valdemara Centre A class office building provides excellent service, safety and instant offices which are at your disposal any time you need.

## Fully Furnished and Serviced Offices

- immediate availability - move in today
- prime location in the centre of the city
- flexible terms
- reception services
- secretarial and business support
- conference and meeting rooms

## Virtual Offices

- prestigious business address
- telephone answering in the name of your business
- mail handling / forwarding



Telephone: +371 67035200, 21 Kr. Valdemara Street, Riga  
You are welcome to find out more great views at  
[www.valdemaracentrs.lv/views](http://www.valdemaracentrs.lv/views)

Valdemara Centre





pathological, neurotic projection, infantilism, leading to failure. It is essential to distinguish between fantasy and intuition as exactness of the real.

**Outlook:** What is the mechanism to make intuition infallible?

**Meneghetti:** It is a question of method and training. First, however, you must learn how to be, only then you can learn intuition. In accordance with statistics, economic decline is never caused by problems inherent in the particular situation. It is a matter of human error.

**Outlook:** What are the main mistakes that businessmen make?

**Meneghetti:** The most frequent mistakes are related to individual stereotypes. They put themselves and their emotions first. Love, sex, infantile ambitions. The first mistakes are related to how one behaves in one's private life.

**Outlook:** How about love and business?

**Meneghetti:** Not a good combination! Experience proves that it is not an advantage. The only exception would be when a person is already high up in their career and uses love to advance further. That applies to both genders. Generally speaking, love ruins business because of its lack of logic. Business is always logical. Especially when it concerns intuition. Intuition is the execution of logic.

**Outlook:** What is the secret of money making?

**Meneghetti:** Intuition and training. Money is not an end in itself. It is not the goal. It is just an extraordinary instrument that opens new doors and helps one to attain higher goals. On the other hand, money can destroy everything because of its ambiguity. Therefore you must be able to dominate and control money. And here we come back to the concept of intelligence as ability to extract the optimal good of every situation.

**Outlook:** What would be the right direction for Latvia's development?

**Meneghetti:** Young people must study and be more responsible. Latvia could be a good mediator between many countries and cultures. As good mediators, Latvians could implement their interests. It applies to any field – diplomacy, commerce, etc.

**Outlook:** What is best political and economical system?

**Meneghetti:** Liberal socialism. It is oriented toward riches but at the same time takes other people's welfare into account.

**Outlook:** Can you name a country that would be a good example from the economic and political point of view?

**Meneghetti:** I know China very well. I do not like its present system of governance. But there is no other way to make so many people rich. China is bound to become ever greater. Then they will have a democratic crisis and they will lose the empire. Economy is good when it has a unite projection.

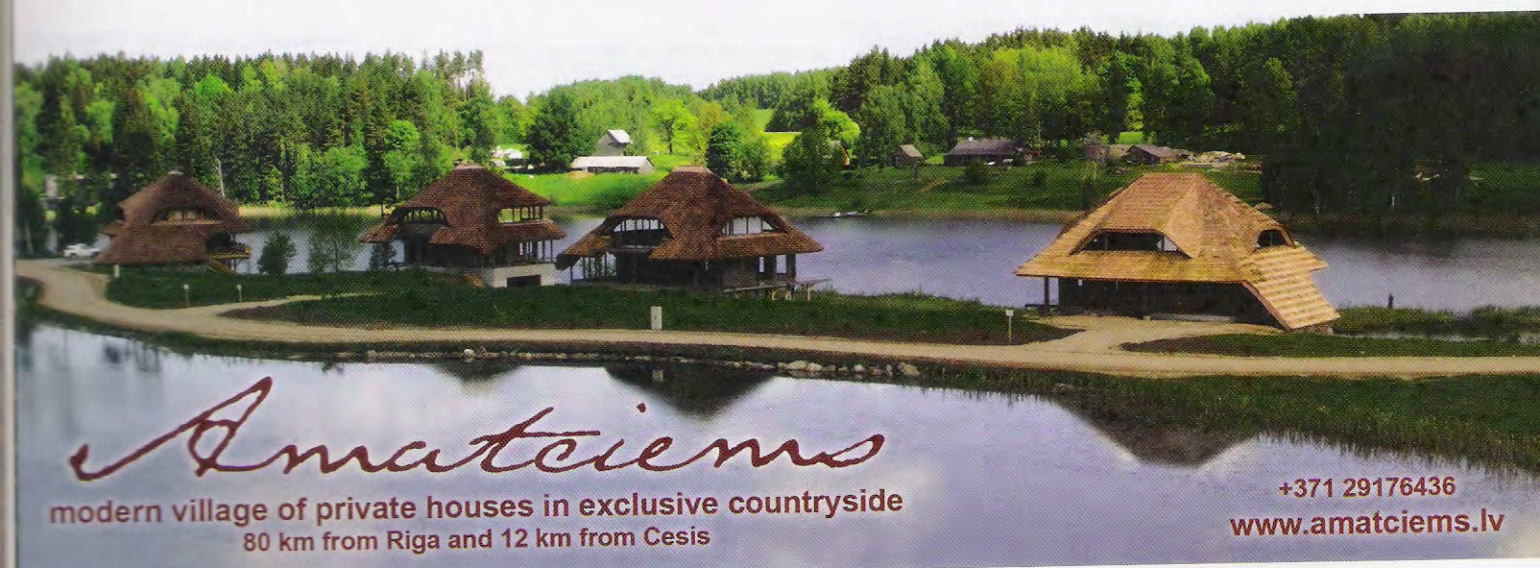
**Outlook:** Do you think that the Chinese people have the right approach to individuality?

**Meneghetti:** I think that deep down the Chinese people are individualists. But as soon as they become part of society, they become part of a system. It is automatic.

**Outlook:** Is it like a natural characteristic?

**Meneghetti:** Yes. Because Chinese people are very different from western people. They have a sense of eternity and they honor hard work. The more you work, the more honorable you are. They have a strong sense of biological responsibility for their group. They consider themselves a divine and eternal race, yet they are no racists or fascists. It is their dimension of Tao, of Being. This is a notion that we have lost. **BO**

By Inese Tamsone



*Amateciems*  
modern village of private houses in exclusive countryside  
80 km from Riga and 12 km from Cesis

+371 29176436  
[www.amateciems.lv](http://www.amateciems.lv)