

# The Language of Entrepreneurship: Energetic Information Processing in Entrepreneurial Decision and Action

R. Bradley

HeartMath Institute, 14700 West Park Ave, Boulder Creek, CA 95006, United States of America  
ray@heartmath.org

## Principal Topic

This paper builds on the quantum-holographic theory of intuition (Bradley, 2006) I presented at last year's conference. It presents a theory of the distinctive sensory perception and information processing ability of serial entrepreneurs that is the basis of their intuitive skills and sets them apart from other business actors. In addition to providing an understanding of the psychophysiological basis of entrepreneurial ability, the theory explains why this ability in creative individuals, like entrepreneurs, is often denounced as irrational and subjective.

## Methodology/Key Propositions

The theory is based on a distinction between two fundamental types of information. One is based on abstract symbols and logic, and involves the assignment of meaning to discrete units of information in a system of culturally defined symbols and logic (language). The other is based on the interaction of energy waves, in which information about the structure, event history, and future behavior of objects is spectrally encoded in the oscillations of energy as quantum holograms. Symbolic information fits with Shannon's (1949) concept of information as reduction in uncertainty and its unit of information, the Binary digit (the BIT). By contrast, energetic information fits with Gabor's (1946) concept of minimum of uncertainty and its elementary unit of information-the logon-which, in mathematical terms, is essentially a quantum-hologram (Bradley & Pribram, 1998).

Both kinds of information are involved in perception (Pribram, 1997). In the case of the entrepreneur, symbolic information is involved in processing the cognitive aspects (reason and logic) of economic life; energetic information is involved in processing the configural aspects of economic interactions and transactions. It is postulated that creative individuals, like serial entrepreneurs, are more attuned to the processing of energetic information, which directly encodes the flow of patterns and processes-including future potentials-of the economic domains in which they operate.

However, within the terms of the "rational" framework of modern economic life, there is a strong tendency to give greater credence to information based on reason and logic than to information based on feelings and intuitions when evaluating future business opportunity. While, in part, this reflects priorities given in the neuropsychological processes of perception, in that the categorical aspects of perception generally "override" the sensory aspects (Pribram, 1991), it likely also reflects a cultural value favoring the symbol-based information contained in language. This is evident in the proclivity to regard thought, reason, and logic, which involve cognition, as "objective," and experience, feeling, and intuition, which are sensory-based, as "subjective." In other words, there is a strong bias in modern economic life to give more weight to information communicated through language and symbols than to information apprehended via senses and emotions.

This bias is paradoxical because neuropsychological processing of the sensory or configural aspects of perception is actually concerned with the representation of images of objects (Pribram, 1991); that is, it is an object-ive re-presentation system that enables the individual to navigate through the ontological reality of his/her environment. By contrast, the cognitive aspects of perception, which are concerned with comprehension and understanding (Pribram, 1991), have their basis in a shared sociocultural reality denoted and expressed by the set of arbitrary signs and symbols in language-viz, a shared categorical framework for interpreting subjective experience.

## Results and Implications

The point is not to say that the sensory-configural aspects of perception, and hence energetic information, should be accorded more weight than the symbolic information contained in reason and logic. That would involve sacrificing accumulated human knowledge for raw, moment-by-moment sensory experience. Rather, the point is that the longstanding priority given to cognitive approaches in social science has given short shrift to an order of energetic information now shown to constitute the rational basis of intuition, and, by extension, creativity (McCraty et al., 2004a, 2004b; Bradley, 2006). Yet, as demonstrated by electrophysiological evidence from a recent pilot study of entrepreneurial intuition among members of the Cambridge Technopole (UK) (Gillin et al., 2006; La Pira et al., 2006), it is a greater attunement to the energetically encoded information that informs intuitive perception that sets the serial entrepreneur apart from the ordinary businessperson.

**Contact**

Raymond Bradley. HeartMath Institute, 14700 West Park Ave, Boulder Creek, CA 95006, United States of America.

(T) +1 831-338-8727, (F) +1 831-338-1182, Email: ray@heartmath.org