

# FOREWORD

As an executive producer and director of seven hundred hours of premium content (half a billion dollars of production), I have a front-row seat to the thrashing and chaos of Hollywood's process of cherry-picking winners, aka choosing which TV shows are green-lighted into production. Which shows will attract a loyal audience depends on an unknowable web of possibilities, and anyone who claims to be able to fully predict this is owning madness.

Once, while we were shooting actor tests for a new series, the studio asked if I wanted to take over the sets of a show they were pulling the plug on before it even aired, because the network did not believe that the series — *Grey's Anatomy* — would attract an audience. Seventeen seasons and three hundred sixty-four episodes later, Shonda Rhimes's award-winning medical series reigns supreme as ABC's number one program of passionate, loyal viewers and key demographics.

Nobody knows anything in Hollywood — and especially if it's never been done before. J Moses, my partner at Optin Studios ([www.optinstudios.com](http://www.optinstudios.com)), and I spent the past six months meeting with studio/platform executives, agents, managers, and potential

strategic partners, trying to help them embrace the integration of technology into entertainment content in a way that reflects our daily lives. We met with a great deal of gatekeeper resistance. Why? Fear. White spaces, fresh ideas, new approaches — that's scary stuff to decision makers. Rare is the decision maker who does not want to be first second.

But that's not just Hollywood, that's in most businesses, right? So whether I'm prepping a series with a fresh creative approach or you're getting ready to present an innovative business concept to your boss, fear is the greatest obstacle. It is the killer of dreams and innovation. Well, there are two ways to go with fear: forget everything and run or face everything and rise. I don't know about you, but I choose to own my power and rise up. I do it purposefully — with intuition and rigorous discovery. These tools guide me in transcending fear, maximizing creativity, and making the best decisions for my businesses, my family, and myself.

I'm pretty confident that most of you have mastered discovery. But how in touch are you with your intuition? Unless you've used it, you may not understand the power of intuition. In order to make our best decisions, we need to bridge the gap between instinct and reasoning with rational thinking — and that's where intuition plays a key role.

With *Radical Intuition*, Kim Chestney expertly took me through the awesome journey of developing and integrating intuition into my life and work. I was fascinated to discover how intuition searches the past, present, and future, enabling us to connect with our hunches and feelings in nonlinear ways. It goes way beyond the limits of the thinking mind to clarify our inner voice. My *Radical Intuition* process allows me to bring true instinctual awareness into my daily life so that I can operate confidently. I may not be able to fully predict what projects will develop into hit shows, but I have eliminated the giant obstacle of fear that gets in the way of creativity and process — freeing me up to make bold choices that lead to success.

While producing a drama series in Pittsburgh, I had the great

pleasure of working with Kim Chestney. She does groundbreaking work as founder of IntuitionLab, where she is an innovative leader in the tech sphere. Simultaneously, Kim was on the path to discovery, traveling the world as a thought leader, exchanging information with others operating at her level, and beyond.

There is no better person than Kim Chestney to show you the way to tap into your intuition when you are facing business and personal decisions usually embedded with fear. You can either forget everything and run or use *Radical Intuition* to face everything and rise. So what's it gonna be?

– **Kim Moses**, executive producer, director,  
and cofounder of Optin Studios