EPH-International Journal of Business & Management Science

LEVERAGING TAROT FOR ENHANCING BUSINESS RESILIENCE IN A BANI ENVIRONMENT

Anuradha Shukla[1*], Dr. Preshth Bhardwaj[2]

[1]FPM Scholar, ISBR Business School, Bangalore, Karnataka, India. Email: anuradhashukla.fpm@isbr.in*
[2]Professor, ISBR Business School, Bangalore, Karnataka, India.

Article History
Received : *2026-04-11*
Revised : *2026-07-16*
Accepted : *2026-08-12*
Published : *2026-08-26*

Abstract

Purpose

This study investigates the possibility of using Tarot as a reflective tool in assisting business leaders in decision making in a BANI (Brittle, Anxious, Non-linear, Incomprehensible) environment. It explores how intuition and reflection can help the traditional analytical decision making during uncertain and complex situations.

Design/Methodology/Approach

This study was a mixed methods exploratory survey. The respondents of this study were 36 professionals who have experience in business, management and leadership. Quantitative data were analysed using frequencies, percentages and cross-tabulations and open-ended responses were analysed for common themes.

Findings

The results indicate that intuition is well accepted as a source of strategic decision making with 91.7% of the respondents acknowledging the importance of intuition. But only 36.1% had engaged in intuitive practices, like Tarot, journaling, or meditation. As for Tarot in business, 33.3% would consider it, 52.8% would be open to it, but only a little, and 13.9% would not consider it. Only 25% felt that their organisations were prepared for a BANI environment. Several of the respondents viewed Tarot as a tool for reflection, creating new ideas and perspectives, and for gaining clarity but not to replace analytical decision-making.

Practical Implications

Tarot can be used as a reflective tool for leaders and not to predict outcomes. It can assist the leader to question, reflect on varying viewpoints and think more deeply in the face of uncertainty.

Originality/Value

From the perspective of intuition and reflective practices in management, the study delves into a potential correlation between Tarot, intuitive thinking, adaptive decision-making and business resilience in BANI contexts. But as the study was a small sample, the results reflect perceptions and potential trends and do not demonstrate that Tarot enhances the resilience of organisations.

Keywords: *Tarot; BANI; business resilience; intuition; reflective practice; leadership; strategic decision-making*

Vol. 12 Issue 4s (August 2026)
ISSN: 2208-2190 Pages- 48-57
DOI: https://doi.org/10.69980/rh7abn97

1. Introduction

1. The BANI Framework and the Need for Intuitive Tools

In response to the shortcomings of the Volatile, Uncertain, Complex, Ambiguous (VUCA) model, Jamais Cascio (2020) proposed the BANI model – Brittle, Anxious, Non-linear, Incomprehensible. BANI is not just about the structural uncertainty of today's systems, it is also about the emotional and psychological burden systems have on people and organisations. BANI goes beyond VUCA and focuses on the psychological and emotional states of decision makers, which include stress, overload, and disorientation, and calls for tools that can help provide psychological clarity and emotional resilience (Cascio, 2020). In these conditions, traditional decision-making approaches that rely solely on data, logic, and forecasting may fall short. The BANI framework is working as a guide for senior leadership coach, CEO, and seafood executive to thrive in today's ever evolving business landscape (Mannion, 2025). The traditional system of the becoming very fragile and leaders should realise the need to adapt to their new environment. The rapid pace of change is creating anxiety amongst the leaders who should show emotional intelligence to navigate this uncertainty. Leaders should also embrace for non-linear mind-set, and they have to understand that solutions do not follow a predictable path (Mannion, 2025)

The modern business landscape has become very complex and leaders have to develop an understanding of the various factors that is making them complex. There is an increasing recognition of the role of intuition, emotional regulation, and self-awareness in leadership (Taleb, 2012; Klein, 1998). Nichols' (1980) work is a novel and insightful approach to the Tarot from a Jungian perspective. The author relates the cards to art, mythology and the humanities, and demonstrates how they can help with personal growth and self-understanding. The major arcana is viewed as a life roadmap, and the Symbols of the Tarot bring the hero's journey to life for all. Nichols (1980) does a fantastic job of demonstrating how the Tarot can help us think in new ways and gain new insights.

2. Tarot as a Cognitive and Reflective Framework

Often viewed as just a divination device, Tarot is in fact rich with psychology, symbolism, and spiritual philosophy. Tarot has been seen as a tool for profound introspection and personal growth by authors such as Greer (2004) and Place (2005). Matthews (2010) elaborates that Tarot cards are not meant to foretell set results or events, but to assist an individual to discover possibilities, archetypes and patterns in life.

Every Tarot card is a universal experience and challenge that can range from new beginnings (The Fool) to upheaval and transformation (The Tower). These archetypes can become mirrors of strategic and emotional dilemmas of leaders in chaotic environment.

3. Tarot in Coaching, Leadership, and Business Strategy

Life coaches and leadership consultants are now using Tarot to a greater extent in executive coaching and organizational development. D'Angelo (2022) states that Tarot can inspire creative brainstorming as a business tool, define values and metaphorically guide complex decisions. Formal academic references are scarce in this area, but there are case studies and practitioner stories that show how Tarot can be useful in situations where logic may not be sufficient to make a decision.

As leadership coaching seeks to foster greater emotional intelligence, self-awareness, and values alignment, which are crucial in the context of BANI environments, Flynn (2021) suggests that archetypal systems such as Tarot can aid in achieving these goals.

4. Business Resilience and the Role of Intuition

Organisational resilience isn't just about resilient systems or contingency planning, it's about the psychology and emotional flexibility of leadership and teams. Building business resilience (Cascio et al 2025) is essential in fragility, as CEOs and leaders have to manage to ensure resilience. Klein (1998) investigated how intuition is used in decision making by successful professionals who need to make decisions quickly. Likewise, Taleb (2012) argues that individual and systems should not only survive disruption, but be stronger due to it – that is, be "anti-fragile".

Tarot can be framed as a way to encourage antifragile thinking and provide a symbolic language for the leaders to make sense of chaos, recognize their own blind spots, and discover the opportunities in uncertainty. For example, the card of death does not necessarily symbolise a bad ending. This card is an opportunity for new life is just around the corner (Burke and Greene 1986).

5. Bridging Spiritual Tools and Corporate Culture

As mindfulness, yoga and energy work become more mainstreamed within the corporate culture, there is a possibility that other spiritual practices such as Tarot can be integrated into leadership development

Vol. 12 Issue 4s (August 2026)
ISSN: 2208-2190 Pages- 48-57
DOI: https://doi.org/10.69980/rh7abn97

programs. Ten years of studies published in Harvard Business Review assert the need to add emotional and spiritual intelligence to the list of leadership skills. Chopra (2020) proposes that deeper states of awareness will lead to increased creativity, resilience, and performance in leaders.

The ritualistic and reflective nature of Tarot can offer grounding, promote non-linear thinking and provide a connection between personal insight and professional clarity, all of which are important skills in navigating the non-linearity and incomprehensibility of BANI environments.

The Tarot cards have altered and developed over the centuries. Those interest in these cards previously was regarded with suspicion, however, with so many production of that cards in the stores, Tarot is a big business now (Kirkpatrick and Gosling, 1996). There are many theories related to the tarot cards. For example, some people think that they should be keeping their cards wrapped in a piece of silk. On the other hand, some people believe that the Tarot card should not be purchased by the person who is going to use it. Also, some section of people think that nobody should touch the cards except themselves or the clients who have questions. (Kirkpatrick and Gosling, 1996).

Many use certain rituals before they give a reading to individuals. For example, some tarot readers play spiritual music while they are doing reading. Sometimes they burn candles before they are reading for a client. Some people prefer to be in a particular part of a room and facing a particular direction while reading for a client. (Kirkpatrick and Gosling, 1996). However way the cards are used, professionals evolve creative thought using non-linear methods (La Pira, 2008) and Suing, 2023).

Summary of Gaps & Research Opportunity

- Gap: Limited scholarly work links Tarot to business frameworks like BANI.
- Opportunity: This paper can pioneer the integration of intuitive-symbolic tools into resilience training and leadership models for BANI-era challenges.
- Contribution: Provides a framework to use Tarot archetypes and readings as practical metaphors for strategy, crisis navigation, and adaptive thinking.

Theoretical Framework

1. Core Constructs

Construct	Description
BANI Framework	Describes the business environment as Brittle, Anxious, Non-linear, and Incomprehensible (Cascio, 2020).
Business Resilience	The ability of an organization or leader to anticipate, absorb, adapt, and emerge stronger from disruptions. Includes psychological, strategic, and operational flexibility (Taleb, 2012 and Pegado, 2024).
Tarot as a Reflective Tool	Tarot offers symbolic, archetypal insights that enable deeper reflection, creative thinking, and emotional clarity. Used as a coaching/decision-making aid in leadership (Greer, 2004; D'Angelo, 2022).
Intuitive Leadership	Decision-making that integrates logic with inner knowing, pattern recognition, and reflection essential in non-linear, anxious conditions (Klein, 1998; Kahneman and Klein, 2009).

2. Theoretical Foundations

Theory	Application
Sensemaking Theory (Weick, 1995; Kahneman and Klein, 2009).	Tarot enables leaders to interpret complex, chaotic environments through metaphor, helping them "make sense" of uncertainty.
Archetypal Psychology (Jung, 1964; He, W. (2025).	Tarot's imagery reflects universal archetypes (The Fool, The Tower, The Star) that aid psychological insight and pattern recognition.
Antifragility (Taleb, 2012)	Using Tarot may help organizations and leaders not just survive, but grow stronger through reflection, intuition, and symbolic problem-solving.

Vol. 12 Issue 4s (August 2026)
ISSN: 2208-2190 Pages- 48-57
DOI: https://doi.org/10.69980/rh7abn97

3. Proposed Framework

Tarot → Intuitive Reflection → Insight Generation → Adaptive Action → Business Resilience
Tarot serves as a catalyst for reflective leadership. It aids in:

- Navigating anxiety and incomprehensibility through symbolic grounding.
- Addressing non-linearity through pattern recognition and emergent thinking.
- Supporting brittle systems with mental and emotional agility.

II.Research Methodology

3. Research Design

This study used an exploratory mixed-methods survey design. It collected both quantitative and qualitative data through one survey.
The quantitative questions examined respondents' views and attitudes using closed-ended questions. The qualitative questions explored their opinions and experiences through open-ended questions.
Both types of data were collected at the same time and analysed separately. The findings were then compared and combined during interpretation.
The study is exploratory and does not aim to prove that Tarot improves business resilience. Instead, it explores whether Tarot can be considered a reflective tool that may support decision-making in uncertain and complex business situations.

4. Sample and Data Collection

The study collected 36 valid responses from professionals with experience in business, management, and leadership.
The survey included both closed-ended and open-ended questions. The closed-ended questions covered:

- Awareness of the BANI framework
- The role of intuition in decision-making
- Experience with intuitive tools
- Openness to using Tarot in business
- Organisational preparedness for a BANI environment
- Professional experience

The open-ended questions asked respondents about resilience, intuitive decision-making, and the possible use of Tarot in business.
Since the sample was small, the results are mainly used to identify patterns and provide initial insights. They cannot be generalised to all professionals.

5. Quantitative Analysis

The closed-ended responses were analysed using frequencies and percentages. Cross-tabulations were also used to identify possible patterns between professional experience, intuition, openness to Tarot, and organisational preparedness for a BANI environment.
These results are treated as descriptive patterns and not as proof of significant relationships or cause-and-effect relationships.

6. Qualitative Analysis

The open-ended responses were analysed using thematic content analysis. Responses were reviewed to identify common ideas related to intuition, resilience, reflection, and Tarot.
The main themes included:

- Personal approaches to resilience
- Experiences with Tarot and reflection
- Gaining clarity during decision-making
- Tarot as a possible reflective tool

The qualitative findings were used to add context to the quantitative results rather than to make general conclusions.

7. Integration of Findings

The quantitative and qualitative findings were compared during the interpretation stage.
For example, the high level of acceptance of intuition was considered together with respondents' comments about reflection, clarity, and different perspectives. Similarly, respondents' openness to Tarot was considered alongside their experiences and views of Tarot as a reflective rather than predictive tool.

Vol. 12 Issue 4s (August 2026)
ISSN: 2208-2190 Pages- 48-57
DOI: https://doi.org/10.69980/rh7abn97

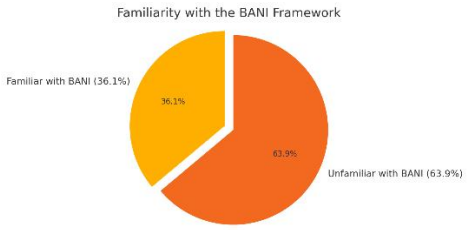
Overall, combining both types of findings provides a better understanding of how professionals view intuition and Tarot-based reflection in uncertain and complex business situations.

IV. Analysis

Survey Results & Thematic Analysis
Quantitative Summary
Sample Size: 36 professionals
Respondent Background: Mixed profiles in business, management, and leadership roles.

Familiarity with the BANI Framework

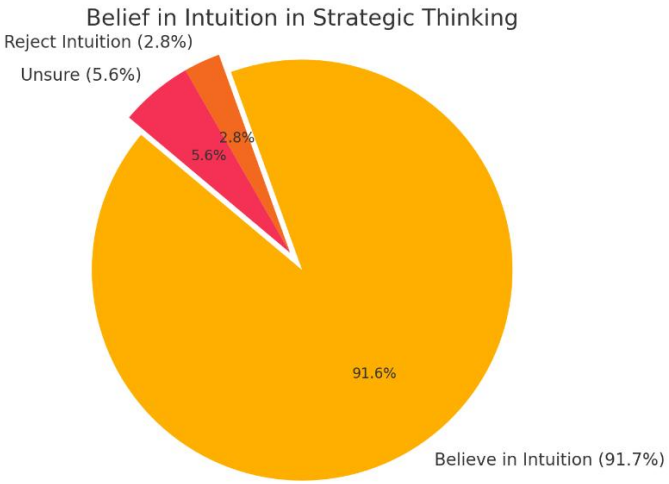
- 36.1% familiar with BANI
- 63.9% unfamiliar



The results reveal that 36.1% of the respondents are aware of the BANI framework whereas 63.9% are unaware. This suggests that BANI is a relatively new concept in the professional realm despite its significance in strategic thinking. There is low awareness regarding the concept of BANI and it needs to be disseminated and incorporated further in leadership and organisational strategy conversations.

Belief in Intuition in Strategic Thinking

- 91.7% believe intuition has a valid place
- Only 2.8% reject this idea
- 5.6% remain unsure

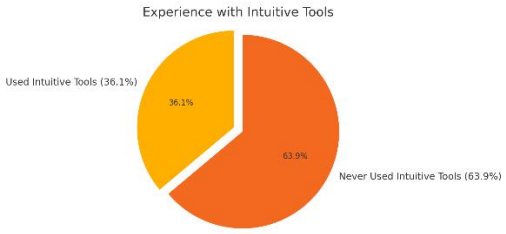


91.7 percent of the participants found it acceptable to use intuition as a strategy for decision-making. There was also a small percentage of the participants (2.8%) who did not accept this approach while 5.6 percent were undecided. This shows that intuitive strategies are increasingly becoming acceptable apart from the analytical approaches. This comes along with the wider trend of the pro-changers who are embracing a new way of thinking for their professions.

Experience with Intuitive Tools

- 36.1% have used tools like Tarot, journaling, or meditation
- 63.9% have never used such tools

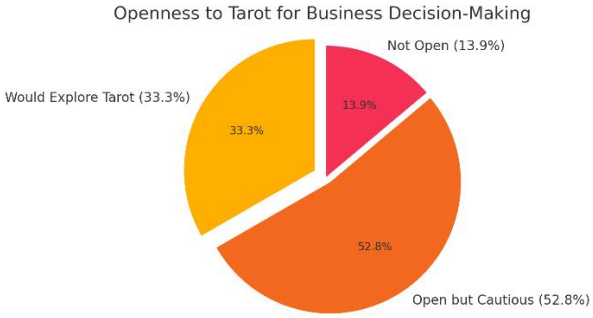
Vol. 12 Issue 4s (August 2026)
ISSN: 2208-2190 Pages- 48-57
DOI: https://doi.org/10.69980/rh7abn97



As seen from the survey, about 36.1% of those questioned have used intuitive techniques such as Tarot, journal writing, or meditation either for personal or business purposes. However, there is an average (yet significant) level of willingness to engage in reflective thinking and non-traditional decision-making. At the same time, most of those surveyed (63.9%) have never used these intuitive techniques, meaning that even though there is a certain level of interest in using intuition, there is more to be done to popularize these practices within business processes. It means that there is a need for education about using such techniques in addition to traditional strategic thinking.

Openness to Tarot for Business Decision-Making

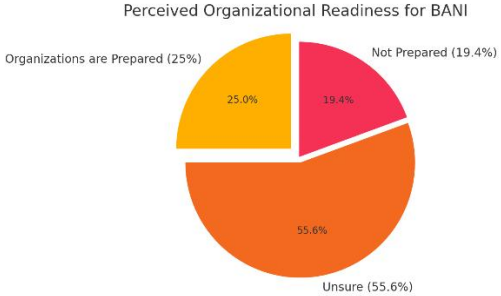
- 33.3% would explore Tarot in business contexts
- 52.8% are open but cautious (maybe)
- 13.9% are not open



However, the survey shows that there is a lot of interest in intuitive techniques because 33.3% of the participants would be interested in using the Tarot for making business decisions. The majority of people, accounting for 52.8%, are open but cautious. This shows an interest in something, although there is some doubt or lack of knowledge about the subject. Only 13.9% are opposed, which means that the technique is not "mainstream" yet, but there is a new domain to explore it in.

Perceived Organizational Readiness for BANI

- 25% said their organizations are prepared
- 55.6% were unsure
- 19.4% said no



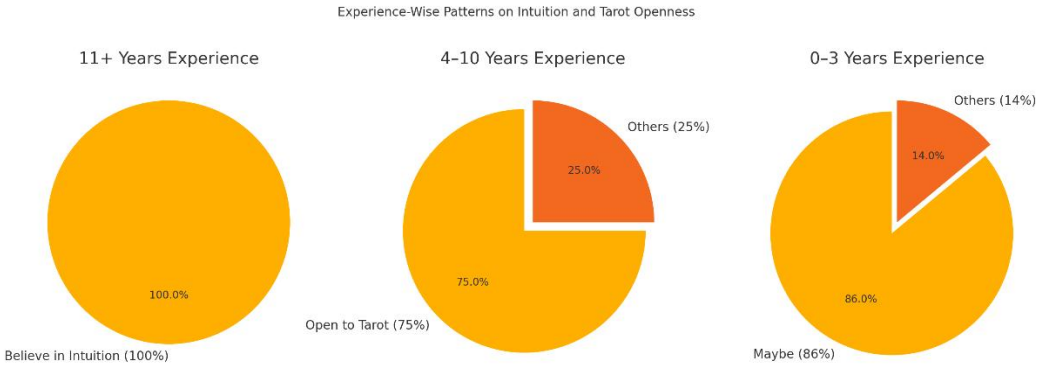
According to the results of the survey, a quarter (25%) believes that their organizations are ready for the challenges of the BANI world. It is quite uncertain regarding organizational adaptability and resilience since a big number of 55.6% are unsure. On the other hand, 19.4% of those surveyed say that their organizations are not at all ready for the challenges of the BANI world.

Experience-Wise Patterns:

- 100% of respondents with 11+ years of experience believe in intuition

Vol. 12 Issue 4s (August 2026)
ISSN: 2208-2190 Pages- 48-57
DOI: https://doi.org/10.69980/rh7abn97

- Respondents with 4–10 years of experience were most open to using Tarot (75%)
- Newer professionals (0–3 years) were more cautious (86% said "maybe")



According to the analysis, there are various attitudes towards intuition and intuitive instruments depending on the experience. All senior professionals (more than 11 years experience) strongly believe in intuition (100%), which suggests that the more senior professionals are the ones who utilize deeper and more non-linear type of decision-making. The group that is most ready to use the Tarot cards is employment professionals with 4 to 10 years experience (75%), as they are ready to adopt any other instrument in order to enhance their strategic decisions. However, younger professionals (0 to 3 years experience) are more cautious in their decisions – 86% of respondents state that they may try using them.

Qualitative (Thematic) Insights

Personal Resilience Strategies

- Key themes: Calm mind, practical planning, awareness, anchoring to purpose
- Example: "I rely on a mix of logical planning and mindful awareness to remain grounded in chaos."

Tarot Clarity Experiences

- Used for client selection, forecasting decisions, and self-checks
- Example: "Being in a sales team, a Tarot reading helped me identify the right customer to approach, which proved successful."

Final Thoughts on Tarot in Leadership

- Seen as a reflective aid to enhance decision-making, not a replacement for logic
- Common terms: Insight, reflection, unconventional, clarity, spark perspective
- Example: "Tarot might help uncover hidden perspectives we overlook in fast-paced strategy meetings."

V. Results

The survey results provide meaningful insights into the development of intuition and other systems such as BANI and Tarot in the context of strategic thinking. No less than 91.7% of respondents are convinced that there is a rightful role of intuition in decision making, which indicates a significant cultural change towards decision-making through the combined application of intuitive and analytical approaches. However, 36.1% know about the BANI system, while 63.9% do not know about it. This means that education is still required in this area. When it comes to the practical implementation of intuition, 36.1% reported that they used intuitive techniques such as Tarot, journaling or meditation. It becomes clear that there is a high level of trust in intuition, but it is accompanied by a relatively low level of its implementation. In the context of willingness to use Tarot in the process of making business decisions, 33.3% of respondents are willing to try this approach, while 52.8% are open-minded about this question, but cautious. Only 13.9% of respondents are not open-minded about using Tarot in business decision making. It is also worth noting that only 25% believe that their organisations are ready for operations in the BANI world, while 55.6% are uncertain about it, which may indicate deficiencies in the development of adaptive strategies in organisations. Based on the experience of professionals, the most experienced professionals (11+ years) believe in intuition the most, mid level professionals (4-10 years) are the most open to Tarot usage, while newer professionals (0-3 years) are curious, but cautious.

Vol. 12 Issue 4s (August 2026)
ISSN: 2208-2190 Pages- 48-57
DOI: https://doi.org/10.69980/rh7abn97

This shows the growing relevance of intuitive and adaptive structure to survive in today's world. Now we will move on to discuss the implications of these insights on business strategy and organizational resilience in a BANI world.

VI. Discussion

The goal of this study was to examine the potential of Tarot, a traditionally esoteric/mystical tool as a reflective and intuitive tool to drive business resilience in a BANI (Brittle, Anxious, Nonlinear, Incomprehensible) environment. The results provide fascinating information on intuition, leadership and the willingness to do unconventional things in the company.

1. Belief in Intuition Is Strong, Yet Practice Lags Behind

The overwhelming majority (91.7%) said that intuition in decision making was important, suggesting a shift in leadership styles towards integrated thinking, a blend of analytical and intuitive thinking. However, only 36.1% actually had utilized intuitive tools like Tarot, meditation, journaling etc. This mismatch of belief and usage indicates some reluctance or lack of access to structured intuitive frameworks in the professional world. Even those who never used such tools were strongly in favour of the importance of intuition, which means that there is recognition of the importance of intuition, but perhaps not a full understanding or use of it in the everyday decision making process.

2. Openness to Tarot Signals Potential for Integration

In particular, individuals were asked if they used Tarot in a business setting, with only 13.9% answering no, 33.3% being open, and 52.8% being cautious curious. This indicates a growing open-mindedness to seeing Tarot not as a tool for prediction, but as a way to create a structured reflection, particularly when faced with uncertainty, complexity and emotional overload, which are common features of BANI environments.

This openness is particularly relevant when it comes to resilience-building: Activities that promote clarity, rootedness, and alternative viewpoints can be useful for leaders and teams. In a more contemplative way, not mystical, tarot could be used as a tool to balance intuition and action in strategic settings.

3. Professional Experience Influences Perception

A clear pattern emerged linking years of experience to both belief in intuition and openness to Tarot:

- Respondents with 11+ years of experience unanimously (100%) endorsed intuition in business.
- Those with 4–10 years of experience were the most open to using Tarot (75%).
- Conversely, newer professionals (0–3 years) were more hesitant, with 86% choosing “Maybe.”

This distribution suggests that mid-career professionals may be the most fertile audience for introducing intuitive tools like Tarot into business frameworks. They possess enough real-world complexity experience to value new tools, yet maintain the flexibility and curiosity that long-tenured professionals may have already filtered out.

4. BANI Familiarity and Organizational Readiness Are Lacking

Although the BANI concept is increasingly discussed in global business literature, only 36.1% of the respondents were familiar with BANI. Worryingly, just a quarter (25%) felt their organisations would be ready to deal with rapid change and uncertainty; and more than half (55.6%) were unsure. This points to a strategic weakness and the absence of systemic approaches to achieve genuine resilience in today's volatile world.

These findings are a reminder that innovative and introspective tools are needed that can help leaders not only respond to change, but also proactively inform strategy with agility and depth. Tarot as it is suggested in this research, could be one such tool that can be used as a mental and emotional model to interpret complexity.

Summary of Key Discussion Insights:

Area of Insight	Key Takeaway
Belief vs Practice Gap	High belief in intuition; low actual usage of tools like Tarot
Receptivity to Tarot	Majority open or curious, especially mid-career professionals
Impact of Experience	Seniority correlates with belief in intuition; mid-level = most open to Tarot
Organizational Unpreparedness	Most respondents feel their orgs are not fully ready for BANI

Vol. 12 Issue 4s (August 2026)
ISSN: 2208-2190 Pages- 48-57
DOI: https://doi.org/10.69980/rh7abn97

Area of Insight	Key Takeaway
Implication for Leadership Development	Tarot offers reflective structure ideal for complexity & uncertainty

VII. Conclusion

In this study, the use of Tarot as a reflective tool for decision making in a BANI (Brittle, Anxious, Non-linear, Incomprehensible) business environment was investigated. It explored professionals' perceptions of intuition, their attitudes towards the use of Tarot in business and their experience with intuition and reflection. The results reveal that intuition has a broad acceptance in business decision making. 91.7% of respondents felt that intuition was a part of decision making, but only 36.1% had experience with things like Tarot, journaling, or meditation. Some receptivity to Tarot in business, too. 33.3% said they were interested in exploring it and 52.8% said they were open to it but not quite. Some respondents were not seeing Tarot as a substitute for analytical thinking but as a tool to facilitate reflection, different points of view and clarity.

The study thus proposes that Tarot might be employed as a reflective instrument as a complement to, rather than a means of predicting outcomes. May promote the manager to stop, to question assumptions, to think in other ways and to reflect on hard or unclear situations. Thus, Tarot can be a supplement in conventional analytical decision making.

The study also indicates that there could be a relationship between Tarot based reflection, intuitive thinking, adaptive thinking and business resilience. The proposed process is:

Tarot prompts → reflection → new perspectives → intuitive insight → adaptive thinking

However, there are some caveats about the results. The number of professionals was only 36 and the study was largely based on the individual perspective and experiences of the professionals. Therefore, the study is not able to prove the effectiveness of Tarot to improve decision making, and to strengthen organisational resilience. Another limitation of the study is the small sample size and its exploratory nature, which limits the generalizability of the results.

Future research could explore the use of Tarot based reflection with a larger sample size and different research methods to determine if it is useful for decision confidence, creativity, perspective generation, or adaptive decision-making.

Overall, this study sees Tarot as a reflective decision support tool, rather than a predictive tool. It may be useful for managers to consider it as a way to help them reflect, consider other points of view and support their thinking when dealing with uncertain and complex business situations.

References

1. Burke, J ; Greene, L (1986) The Mythic Tarot. Bk&Acces edition
2. Cascio, J. (2020). Facing the age of chaos: BANI vs. VUCA. Medium.
3. Cascio, J; Johansen, B; Williams, A.F (2025) Navigating the Age of Chaos: A Sense-Making Guide to a BANI World That Doesn't Make Sense. Berrett-Koehler Publishers
4. Chopra, D. (2020). Meta Human: Unleashing Your Infinite Potential. Harmony.
5. D'Angelo, K. (2022). Tarot for Business Strategy. Retrieved from [Blog source].
6. De Laurence, L. W. (2013) The Illustrated Key to the Tarot: The Veil of Divination. Project Gutenberg eBook.
7. Flynn, T. (2021). Tarot and the Archetypal Journey in Executive Coaching. Coaching Journal.
8. Greer, M. K. (2004). Tarot for Your Self: A Workbook for Personal Transformation. New Page Books.
9. He, W. (2025). The duality of archetypes in Tarot cards. International Journal of Psychoanalysis and Education: Subject, Action & Society, 5(1), 100–122. https://doi.org/10.32111/SAS.2025.5.1.6
10. Kahneman, D., & Klein, G. (2009). Conditions for intuitive expertise: A failure to disagree. American Psychologist, 64(6), 515–526. https://doi.org/10.1037/a0016755
11. Kaplan, S (1977) The encyclopedia of tarot. U.S. Games Systems Inc.
12. Klein, G. (1998). Sources of Power: How People Make Decisions. MIT Press.
13. Kirkpatrick, C; Gosling, N (1996)Guide to the tarot. Brockhampton

Vol. 12 Issue 4s (August 2026)

ISSN: 2208-2190 Pages- 48-57

DOI: https://doi.org/10.69980/rh7abn97

14. La Pira, F. (2020). The importance of intuition in the decision-making strategies of entrepreneurs. Swinburne Research Conference Proceedings.
15. Matthews, C. (2010). Tarot for Life: Reading the Cards for Everyday Guidance. Quest Books.
16. Mannion, R (2025) BANI World: A Guide to Leadership Excellence. Austin Macauley Publishers
17. Nichols, S (1980). Jung and Tarot: An Archetypal Journey. Samuel Weiser Inc.
18. Pegado, B. (2024). Make good trouble: A practical guide to the energetics of disruption. Sounds True.
19. Place, R. M. (2005). The Tarot: History, Symbolism, and Divination. TarcherPerigee.
20. Renee, J. (2005). Tarot: Your Everyday Guide. Llewellyn Publications.
21. Suing, P. (2023). Business ideation for creative entrepreneurs. OCAD University Open Research Repository.
22. Senge, P. (1990). The Fifth Discipline: The Art & Practice of the Learning Organization. Doubleday.
23. Suri, P. Sharma, S., Kamboj, N (2023) Reimagining and Redefining Business in BANI World. Integrity Education India.
24. Taleb, N. N. (2012). Antifragile: Things That Gain from Disorder. Random House.