

01. **Empathetic**

identification with, and understanding of, another's perspective, values, feelings, motives ...

02. **Holistic**

emphasising the importance of the whole, and the inter-dependence of its constituent parts.

03. **Synergistic**

the whole being greater than the sum of its individual parts i.e., $1+1 = \text{more than } 2$.

04. **Generative**

learning that encourages pro-active experimentation, risk-taking, openness and divergent thinking.

05. **Collaborative**

working collaboratively i.e., co-creating, co-generating, partnering ...

06. **Effectual**

capable of, or successful in producing an intended result i.e., effect, experience, consequence ...

design thinking _ business model canvas ...

<http://www.effectuation.org/>



01. **Bird-in-the-Hand**

start with their means: who they are, what they know, and whom they know.

02. **Affordable Loss**

limit risk by understanding what they can afford to lose at each stage/phase of investment.

03. **Crazy Quilt**

build partnerships with self-selected stakeholders i.e., personal buy-in.

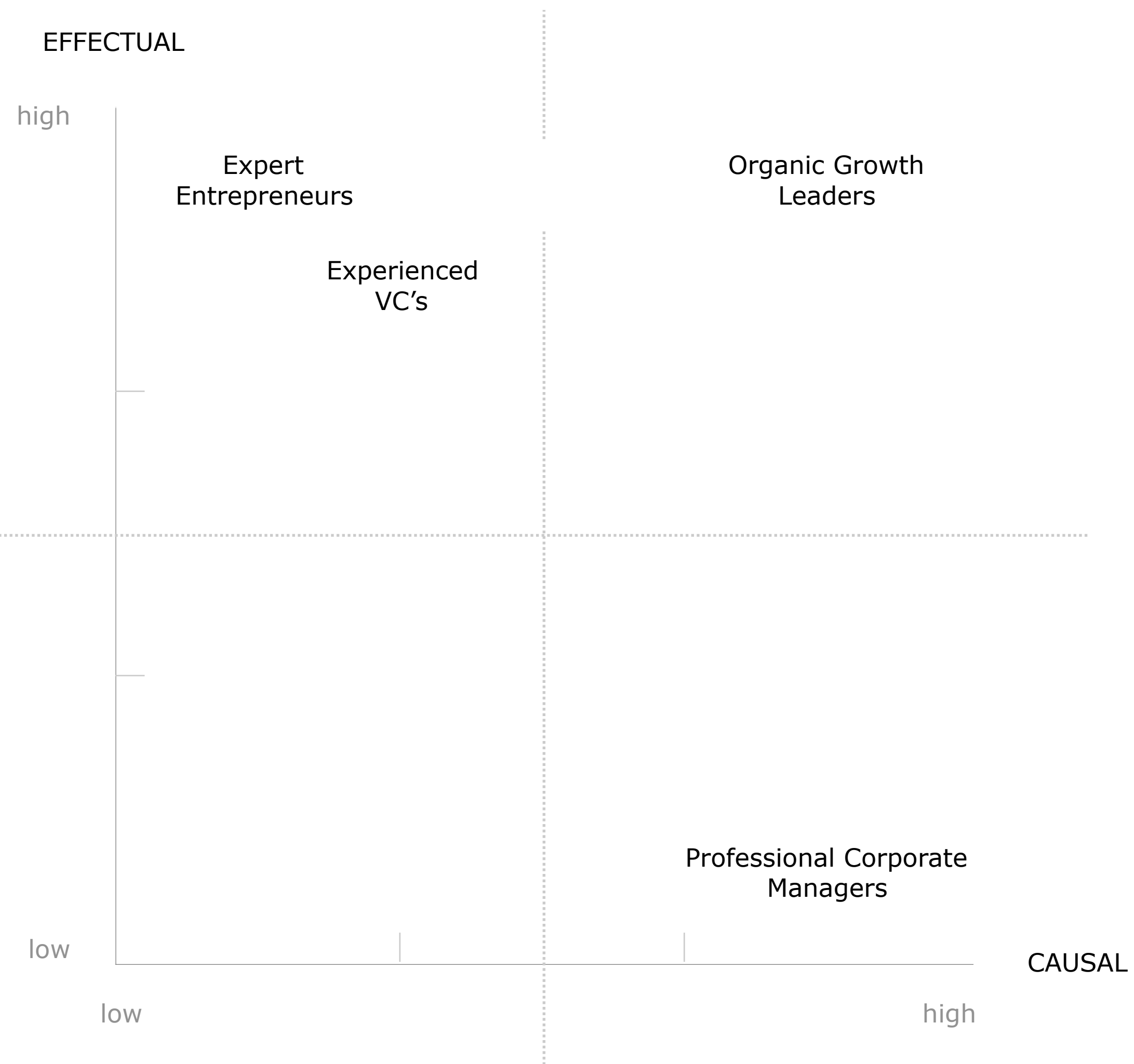
04. **Lemonade**

leverage contingencies — embrace surprises and the unpredictable.

05. **Pilot-in-the-Plane**

control vs. predict — focus on activities within their control.

Effectual Entrepreneurship ...



effectual action _ business model canvas ...

