DESIGN THINKING

can been seen as a mindset i.e., mental attitude or disposition, methodology, skillset & toolset which incorporates and integrates an Empathetic, Holistic, Synergistic, Generative, Collaborative and Effectual approach to innovation processes and entrepreneurial practices.

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= more than 2.

04.   **Generative**

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

05.   **Collaborative**

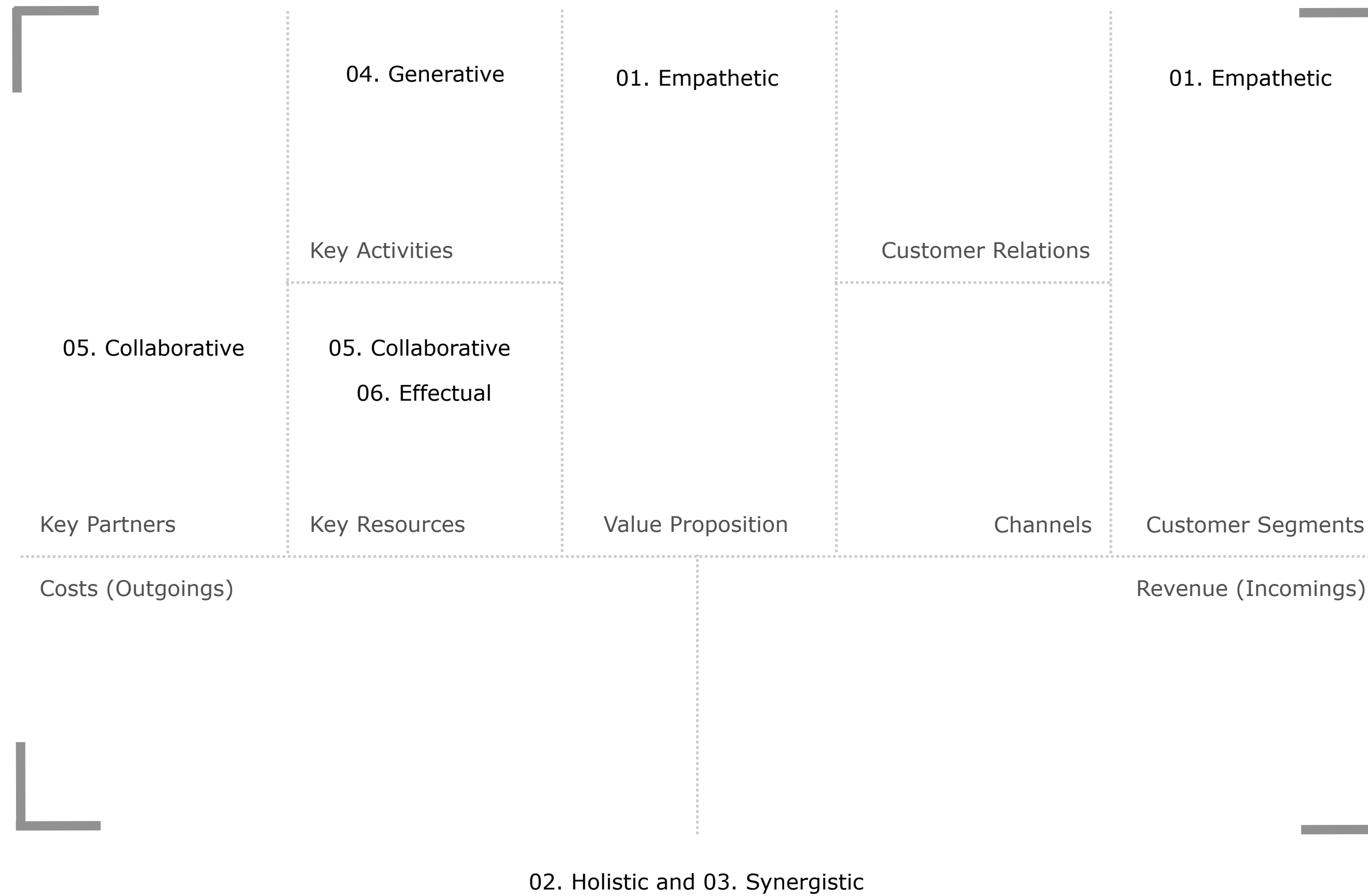working collaboratively i.e., co-creating, co-generating, partnering …

06.   **Effectual**

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

http://www.effectuation.org/

04. Generative   01. Empathetic   01. Empathetic

Key Activities   Customer Relations

05. Collaborative   05. Collaborative

                        06. Effectual

Key Partners   Key Resources   Value Proposition   Channels   Customer Segments

Costs (Outgoings)   Revenue (Incomings)

02. Holistic and 03. Synergistic

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.
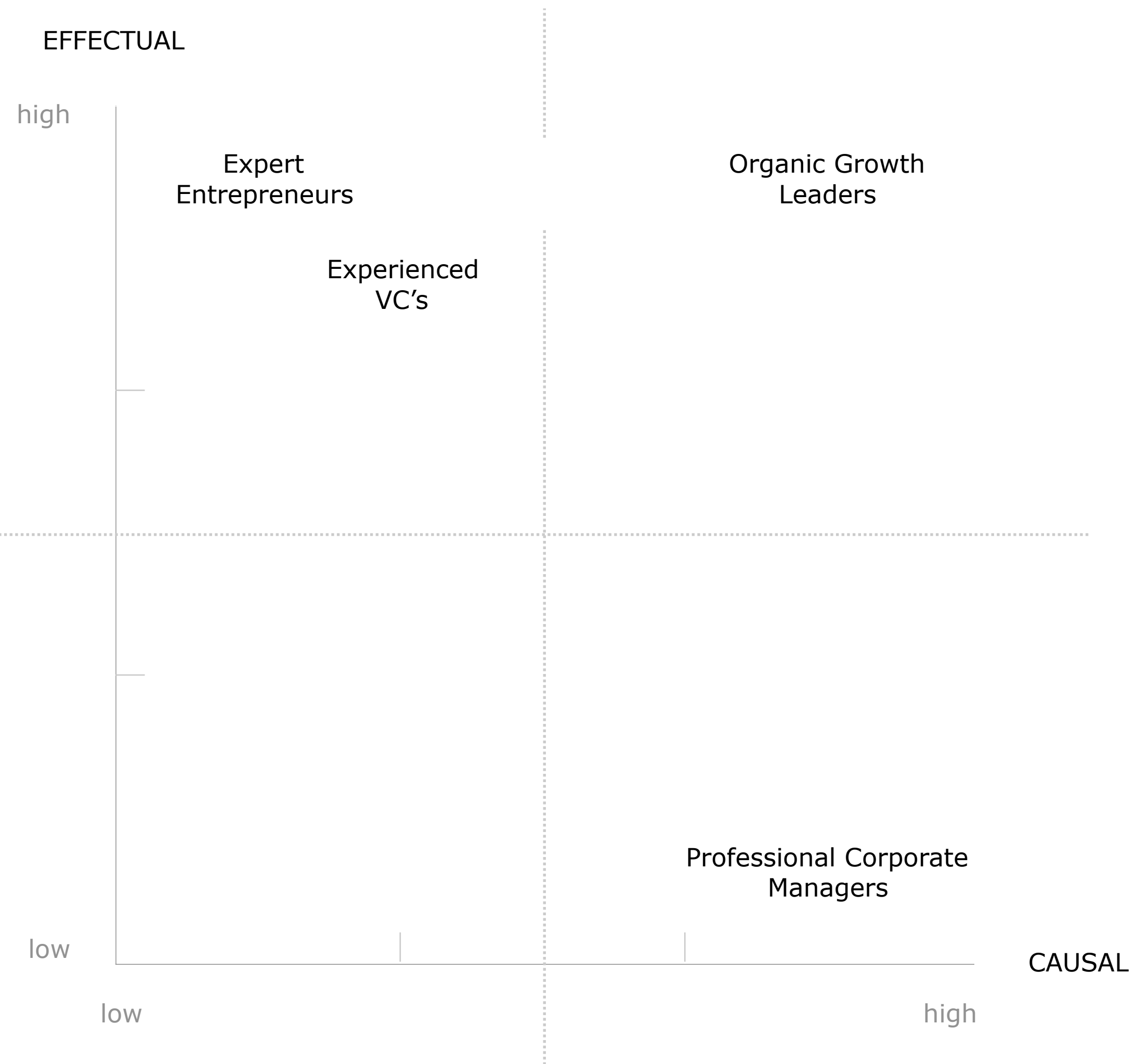
04.   **Lemonade**

leverage contingencies — embrace surprises and the unpredictable.

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

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

(Sarasvathy)

EFFECTUAL

high

Expert
Entrepreneurs

Organic Growth
Leaders

Experienced
VC's

Professional Corporate
Managers

low

low   high

CAUSAL

03. Crazy Quilt
Principle

04. Lemonade
Principle

05. Pilot–in–the–Plane
Principle

Key Activities

Core Customer Relations

01. Bird–in–the–Hand
Principle

Key Partners

Key Resources

Core Value Proposition

Core Channels

Core Customer Segments

Costs (Outgoings)

Revenue (Incomings)

02.
Affordable Loss
Principle

10 types of innovation _ business model canvas ...

02. Network & Partnering	04. Process i.e., Core Processes & Enabling Processes	05. Product Performance	07. Service	09. Brand
			10. Customer Engagement	
	Key Activities	06. Product System i.e., Comprehensive Platform	Core Customer Relations	
	03. Structure		08. Channel	
Key Partners	Key Resources	Core Value Proposition	Core Channels	Core Customer Segments

| Costs (Outgoings) | Revenue (Incomings) |
| 01. Profit Model | 01. Profit Model |