



Think like an entrepreneur!

*An introduction to the innovation process with a focus on
challenge analysis*

The Generator team



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Where do we start?

Problem + Solution

Where do we start?

Problem + Solution

Assumptions

Developing an entrepreneurial mindset

- Become *obsessed* with the **problem** you are solving
- Understand your **assumptions** and challenge them
- Talk to customers to learn how they think, feel and behave
- Take risks, fail (a.k.a. “learn”) and pivot quickly

Now it's your turn!



Think about the last time you went away on holiday...

2 mins | **On your own** write down as many problems you can associate with your own experience on that holiday

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2 mins | **As a group of 8-10** discuss the problems you have identified and as a group agree on your top 2-3 problems

Now flip your problem!

1 min | write down the ***opposite*** of experiencing each problem
(do this in your table groups)

Note: this could be as simple as:

“not needing to get X”; or

“avoiding doing Y”

Now solve your problem!

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4 min | **As a group** brainstorm some ways that you could achieve the opposite to one of your top problems!

Just choose one problem to solve for this exercise, but it's ok to generate more than one solution (and crazy is good!)

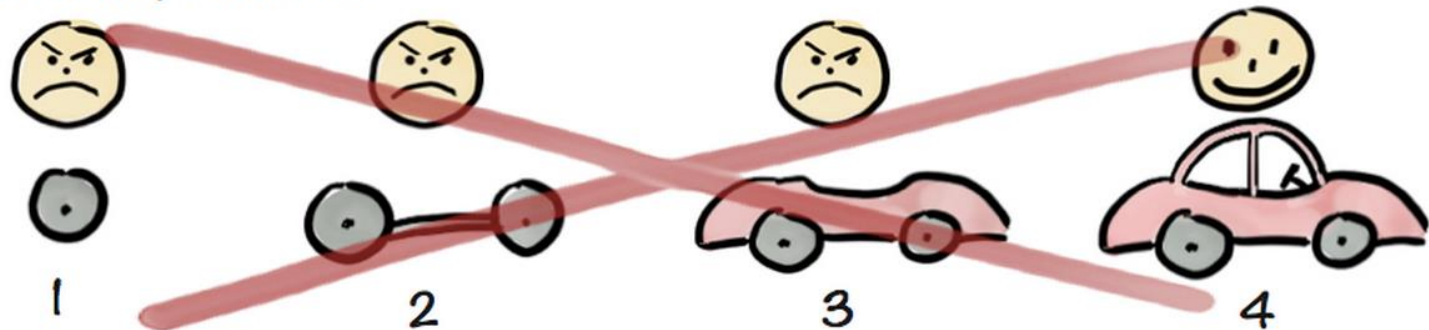
Time to share!

4 min | A spokesperson for each group to share what **problem** you identified and what ways you brainstormed to **solve** your problem?

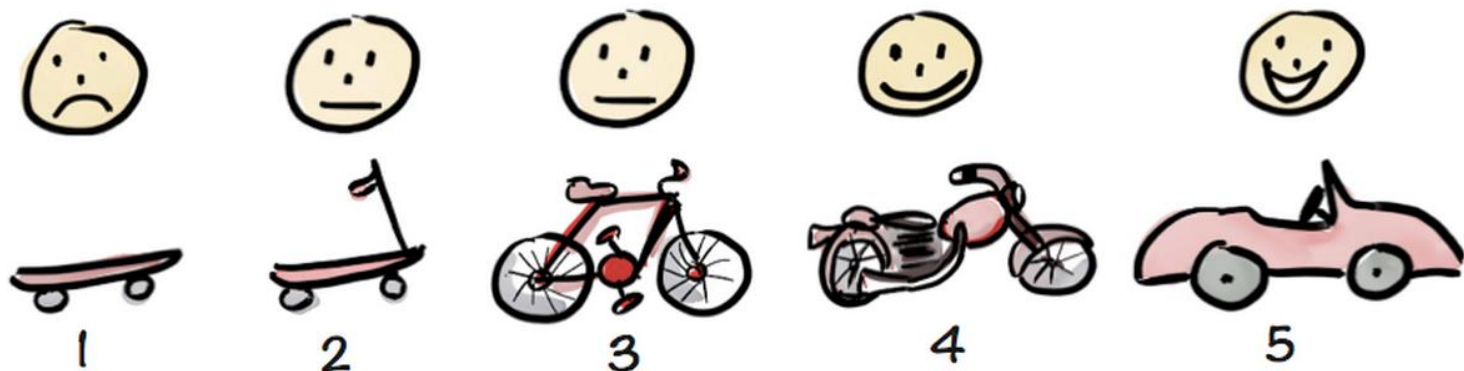
Developing an entrepreneurial mindset

- Was this **easy** or **hard** to do? Why do you think that is?
- How well do you understand the **problem** you are solving?
- What **assumptions** are you still making?
- How could you **test** your assumptions quickly?
- What *other* groups could you talk to about the problem?

Not like this....



Like this!

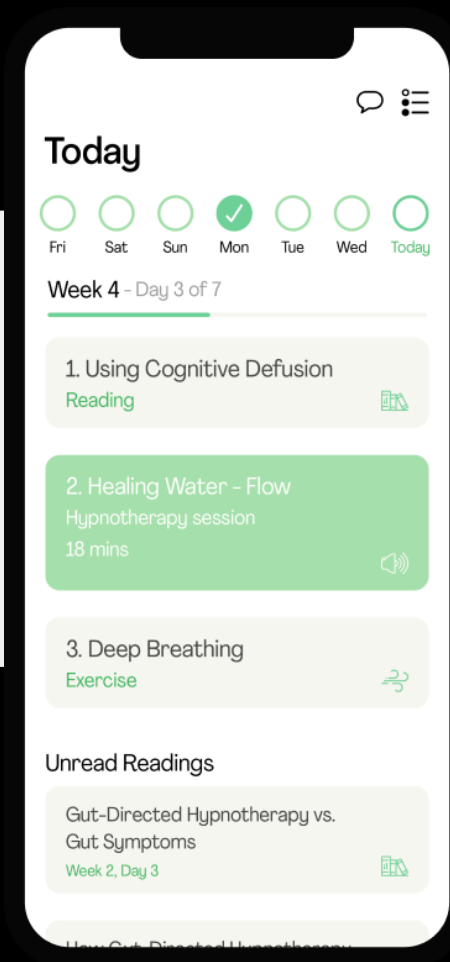


by Henrik Kniberg

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MERRY·PEOPLE



What can we learn from Mindset Health?

- Focus on problems not solutions
- Work on your passions
- Work fast and fail fast
- Talk to people to unlock ideas

Innovation happens when you...

- Know your 'why' and focus on the problem
- Talk to people to understand motivations and behaviours
- Embrace failure and seek out opportunities to learn

Over the next three weeks (and beyond!) we encourage you to...

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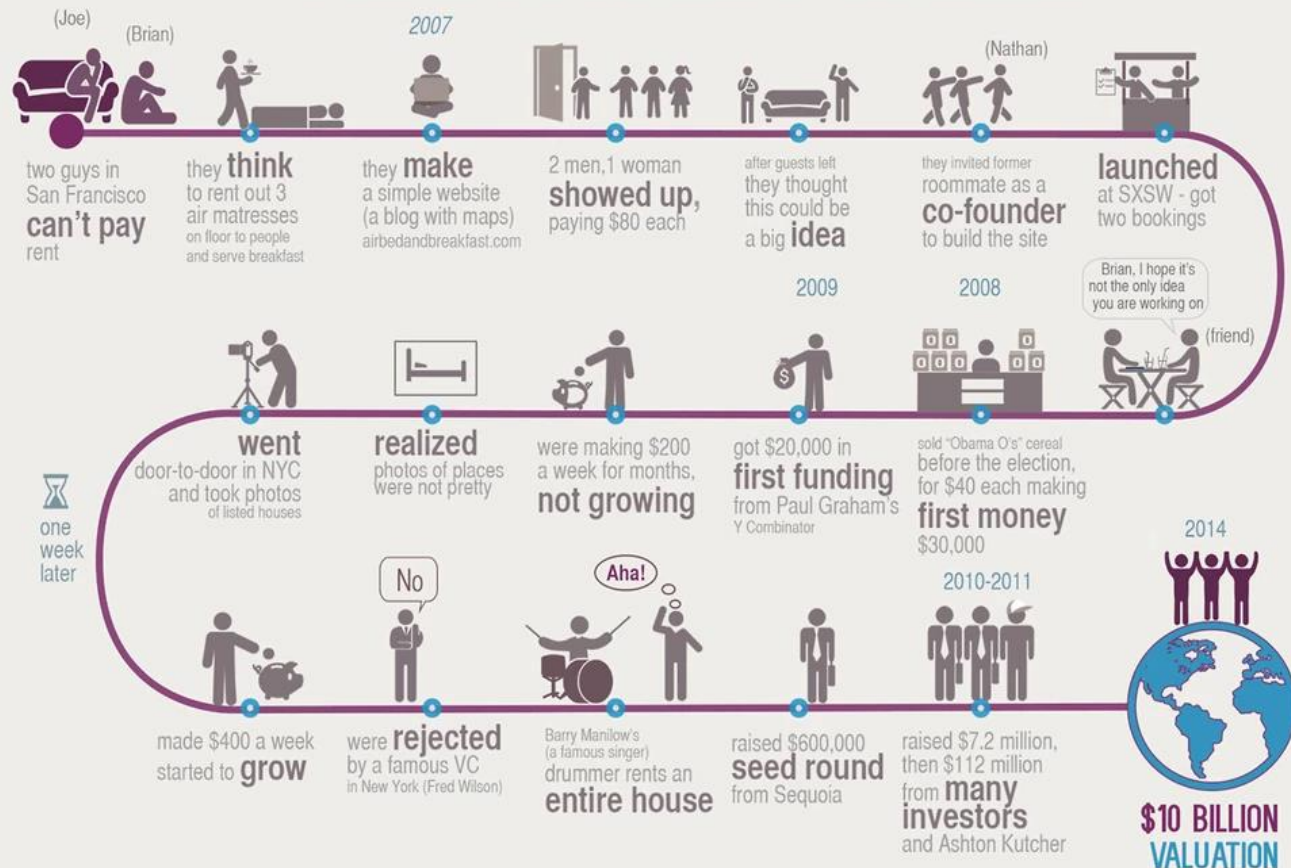
Embrace an
entrepreneurial
mindset

Use design thinking to
unlock problems and
better understand your
challenges

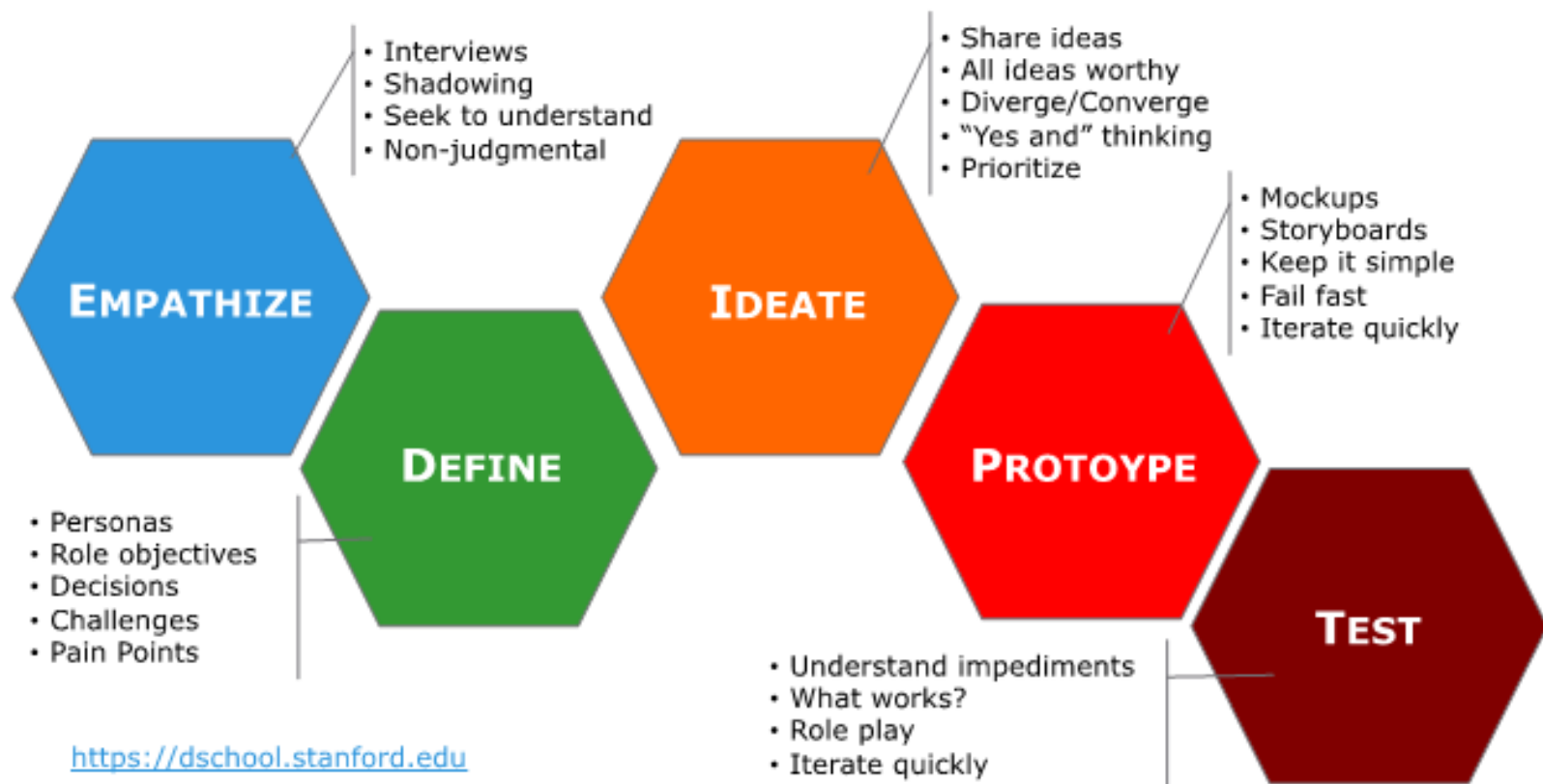
HOW AIRBNB STARTED

BY ANNA VITAL

Or How 3 Guys Went From Renting Air Mattresses To A 10 Billion Dollar Company



Stanford d.school Design Thinking Process





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