

Permaculture-Permacreativity-Permamanagement: Translating the 12 principles of  
Permaculture into Managerial and Entrepreneurial Principles

Name

Class

Date

Permaculture is a design tool used to figure out how to survive in a place using ambient energy and water, power of observation, among other things. The principles can be applied in daily life to help us lead happier and healthier lives, work more effectively, and create a sustainable world to live in<sup>1</sup>. In the business environment, the 12 principles can be translated into managerial and entrepreneurial principles as the paper discusses below. The paper will also analyze how the principles can be used as discriminating factors to evaluate the quality of an innovative idea.

### Observe and Interact

The principle states that we can design solutions to suit our situations by engaging with nature. In management, businesses will thrive by observing the culture and social dynamics in the office. It will help shape how decisions are made and how people interact with each other. Entrepreneurship involves observing a problem and coming up with a solution and at the same time making profits. By observing and appreciating the surroundings, and interact with various people in business, an entrepreneur will identify a market gap and start a business to solve the problem. For an innovative idea to be considered adequate, it should engage with nature and be designed in such a way that it will provide solutions that suit particular situations<sup>2</sup>.

### Catch up and Store Energy

Energy passes in the natural system and is stored in various ways. In the business environment, we need to be skilled at making use of energy. Entrepreneurs and business need to move their idea of capital from what they have in the bank to the resources they have around them. The principle stresses the need to be financially independent and not to build

---

<sup>1</sup> Pickerill, Jenny. "Permaculture in practice." *Environmental Anthropology Engaging Ecotopia: Bioregionalism*,

*Permaculture, and Ecovillages* 17 (2013): 180.

beyond an organization's resource capabilities. A quality, innovative idea should be in such a way that it has a system that collects resources at peak abundance and uses them in times of need.

### Obtain a Yield

The principle states that any interventions and changes we make in a system should be productive. Businesses often do this intuitively, such as when thinking of maximizing their cash flows. Entrepreneurs also think about doing things needed by people to be able to sell them. An innovative idea should ensure there is a reward after the input. The reward should be beneficial and match the amount of task undertaken.

### Apply Self-regulation and accept Feedback

Understanding where the business has succeeded and gone wrong is vital for managers and entrepreneurs to create real change in business. By analyzing and evaluating various success factors, the business can identify the areas it needs to work on. There is also the need to look for negative feedbacks to build on to stay ahead of the game<sup>3</sup>. An innovative idea should thus be based on discouraging inappropriate activities and ensuring systems function well.

### Use and Value Renewables

As businesses shift towards smaller and smaller resources, the issue of renewability will come up. The principle stresses the need for the management to shift away from dependence on non-renewable resources generally<sup>4</sup>. Renewable resources can also include aspects such as trust and goodwill that a business can rebuild with. An innovative idea should be one that makes the best use of nature's abundance to reduce consumption.

---

<sup>3</sup> Meyer, Erin. "The 12 Design Principles of Permaculture as Rules of Living." Medium. Land and Ladle, October 18, 2017.

<https://medium.com/land-and-ladle/the-12-design-principles-of-permaculture-as-rules-of-living-e9fc0176dd16>.

<sup>4</sup> Ibid

### Produce no Waste

The concept of waste in organizations is a reflection of poor design. To minimize wastes, businesses should ensure that output from one system is used as the input in another process. All available resources should be utilized to ensure nothing goes to waste. A quality, innovative idea should value the available resources and utilize them to the optimum.

### Design Patterns to Details

The principle applies to people in an organization by trying to understand each individual's natural patterns and how you can best work with them. Entrepreneurship involves observing patterns in a given situation with the aim to fill an identified gap in a logical way. A quality, innovative idea should be able to fill a niche that nobody else had conceived of yet. Such an idea should observe unique patterns in nature and society and bring out something to the people in an appealing way.

### Integrate don't Segregate

Permaculture emphasizes on reaping maximum benefits from relationships. Just as plants work well in diverse environments, so do people. The principle can be applied in business to achieve sustainability by embracing collaboration and co-operation. An innovative idea will be considered a success if it can lead to solutions being found using integrated, holistic solutions instead of increased specialization.

### Use small, slow Solutions

Any entrepreneurial journey starts with a single step. The management also understands that even though big changes could bring in great benefits, they also bring bigger risks. Businesses should thus make small, incremental changes to move forward. Organizations should understand that as they grow, new opportunities will open up at smaller scales. An innovative idea should thus be structured in such a way it is easier to maintain and utilizes the resources available to produce sustainable outcomes.

### Use and Value Diversity

Diversity is an essential aspect in business that the management puts in efforts to achieve. A business will perform best with diverse people who bring in different ideas. Insurance is also key by diversifying investments. A business should identify its key input sources and diversify the base from which it obtains them<sup>5</sup>. An innovative idea should be one that adopts diversity to reduce vulnerability to threats. The ideas should also be unique in nature and utilize the uniqueness of the environment in which it resides.

### Use Edges and Value the Marginal

Businesses always strive to use the resources available to them in a sustainable manner. The principle will help the management extract maximum value from the resources available such as assets and human personnel. When starting businesses, entrepreneurs also need to use the resources they have in a sustainable way. Quality innovative ideas should thus represent different ideas as one and be innovative in a way that supports the exchange of ideas and harnesses edges for rich experimentation.

### Creatively Use and Respond to Change

In management, understanding that change is inevitable will help in designing for change. The management will understand that things will change with time, thus put in the necessary measures to respond to them in a way that will sustainably shape the business. Businesses should be flexible in responding to forces that come out of the blue in the environment. An innovative idea should be able to respond to the various forces. It should thus be flexible, lean, and adaptable. It should also evolve and grow depending on various factors for it to be considered effective.

---

<sup>5</sup> Pickerill, Jenny. "Permaculture in practice." *Environmental Anthropology Engaging Ecotopia: Bioregionalism*,

*Permaculture, and Ecovillages* 17 (2013): 180.

### Bibliography

Meyer, Erin. "The 12 Design Principles of Permaculture as Rules of Living." *Medium. Land and Ladle*, October 18, 2017. <https://medium.com/land-and-ladle/the-12-design-principles-of-permaculture-as-rules-of-living-e9fc0176dd16>.

Pickerill, Jenny. "Permaculture in practice." *Environmental Anthropology Engaging Ecotopia: Bioregionalism, Permaculture, and Ecovillages* 17 (2013): 180.