

**Entrepreneurship Bootcamp**

**40302231**

**Section (1) – 4 Hours**

**Second Individual Assignment**

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# ***Second Individual Assignment***

***(Brown, 2009; Sinek, 2009)***

**Question 1: In his talk, Tim Brown says that design used to be big, then it became small, but it is becoming big again. In 250 words, please describe what he means by “it became small but is becoming big again”.**

Tim Brown explores the changing function of design in society in his insightful presentation. He offers the idea that design has gone through a trajectory of being “big” and then being “small,” before returning to being “big” once more. We must consider the historical setting of design’s influence in order to understand this idea. Design used to be in a position of power and transformation, able to reshape entire surroundings, systems, and experiences. This broad definition of design had a crucial role in stimulating innovation and transforming many facets of society.

But design itself experienced a shift throughout time. Over time, it became to be connected to increasingly specialized activities, frequently restricted to the aesthetic and surface-level features of objects. Design’s relevance was limited to a few key features as a result of this “small” approach as opposed to having an impact on whole systems. Design lost its larger influence when it was reduced to aesthetics and visual appeal.

Tim Brown talks about an exciting change that is the resurgence of design’s importance, which is why he says that it is once again becoming “big.” The awareness that design thinking, a comprehensive approach to problem-solving, can solve difficult issues across a wide range, is at the heart of this revival. Design now includes user experiences, structural improvements, even social and environmental issues in addition to merely aesthetics. Design is moving toward its original “big” function, where it can effect revolutionary change, mold societies, and spur innovation on a systemic level. This increased emphasis on design thinking, which stresses empathy, cooperation, and creative solutions, is moving design in that direction.

**Question 2: In your opinion, and based on the Simon Sinek video, why does he push for people to ‘start with why?’.**

Simon Sinek’s fervent support for the “start with why” idea stems from his conviction that understanding and clearly communicating the motivations and purposes behind choices and actions is essential to inspiring and influencing people. According to him, a lot of businesses and people are knowledgeable about what they do and how they do it. But according to Sinek, very few people genuinely understand their “why,” or the fundamental principles and inspirations that serve as the cornerstone of their undertakings.

According to Simon Sinek, people and organizations may access the limbic brain - the center of emotions and decision-making - by starting conversations with “why”. People respond to this strategy in a profound and genuine way, which strengthens ties and affects behavior. According to Sinek, effective leaders and organizations appeal to people on an emotional level by communicating their basic ideas and values rather than just features or procedures.

Starting with “why” is important because it creates a stronger connection that goes beyond business-related interactions. This strategy is particularly relevant in leadership situations since motivating leaders and prosperous companies reveal their “why” to draw in others who share their beliefs. This encourages a feeling of belonging, community, and shared purpose. The “start with why” strategy fosters a feeling of authenticity, emotional involvement, and purposefulness, all of which are crucial for forging enduring relationships and motivating action. Fundamentally, Sinek’s concept emphasizes that knowing and expressing the “why” acts as a compass, establishing a sense of direction, a shared vision, and true resonance among people and organizations alike.

# ***References***

Brown, T. (2009) *Tim Brown urges designers to think big, TED.* Available at: <https://www.youtube.com/watch?v=UAinLaT42xY>

Sinek, S. (2009) *Start with why -- how great leaders inspire action, TEDx Talks.* Available at: <https://www.youtube.com/watch?v=u4ZoJKF_VuA>