

Associational Thinking & (E/I)ntrapreneurship

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CECS 445

Lecture 17: April 13th, 2021



oft, buoyed by
ses in gaming
oud computing,
ne full circle
claimed its
on as the number
npany in the
by market cap.

Dotcom Bubble

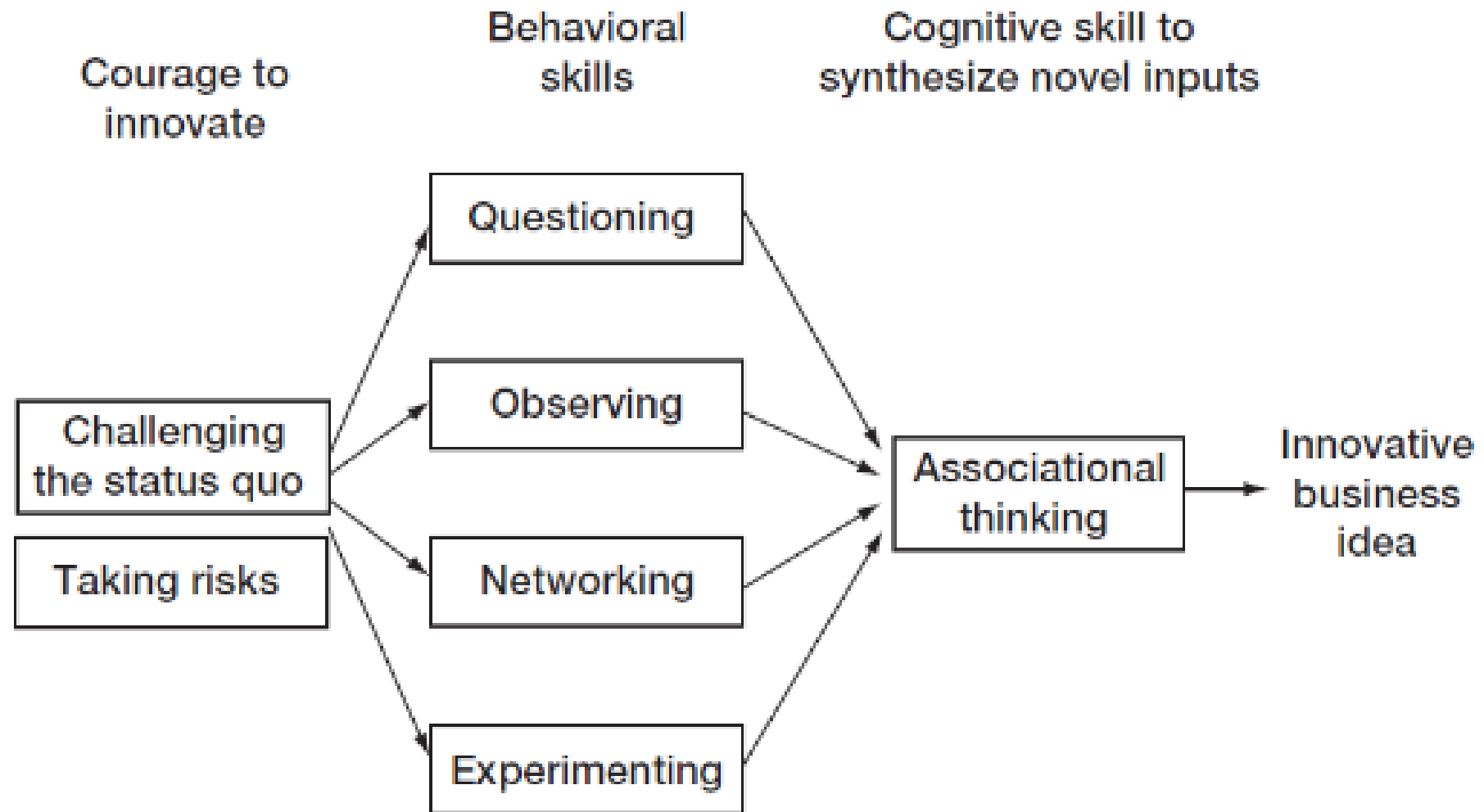
1999

Tech takes over
the podium, albeit
temporarily

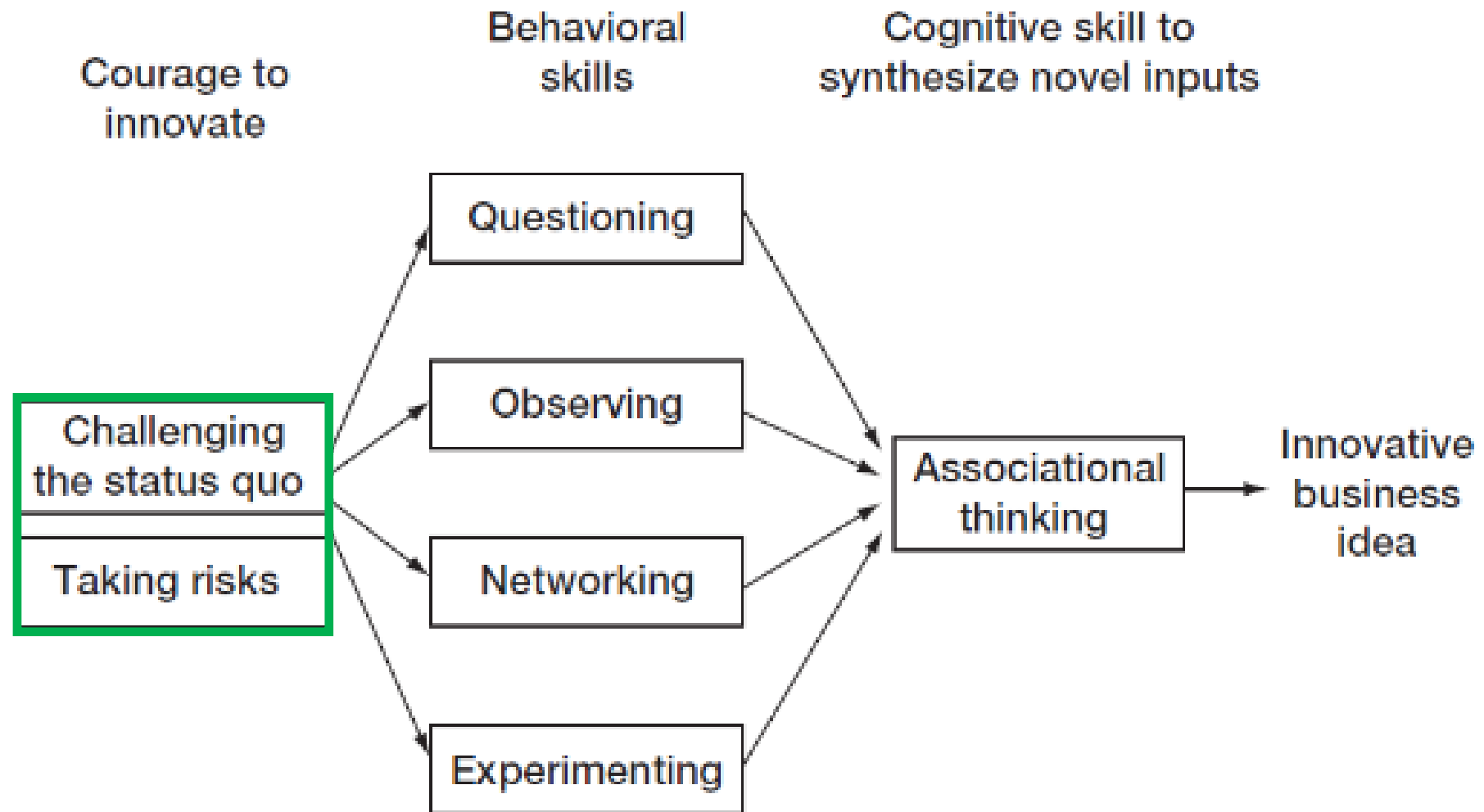
Once upon a time, **Nokia** controlled
41% of the handset market.



The innovator's DNA model for generating innovative ideas



The innovator's DNA model for generating innovative ideas



"Failure is an
opportunity to grow"

GROWTH MINDSET

"I can learn to do anything I want"

"Challenges help me to grow"

"My effort and attitude
determine my abilities"

"Feedback is constructive"

"I am inspired by the success of others"

"I like to try
new things"

"Failure is the
limit of my abilities"

FIXED MINDSET

"I'm either good at it or I'm not"

"My abilities are unchanging"

"I don't like
to be challenged"

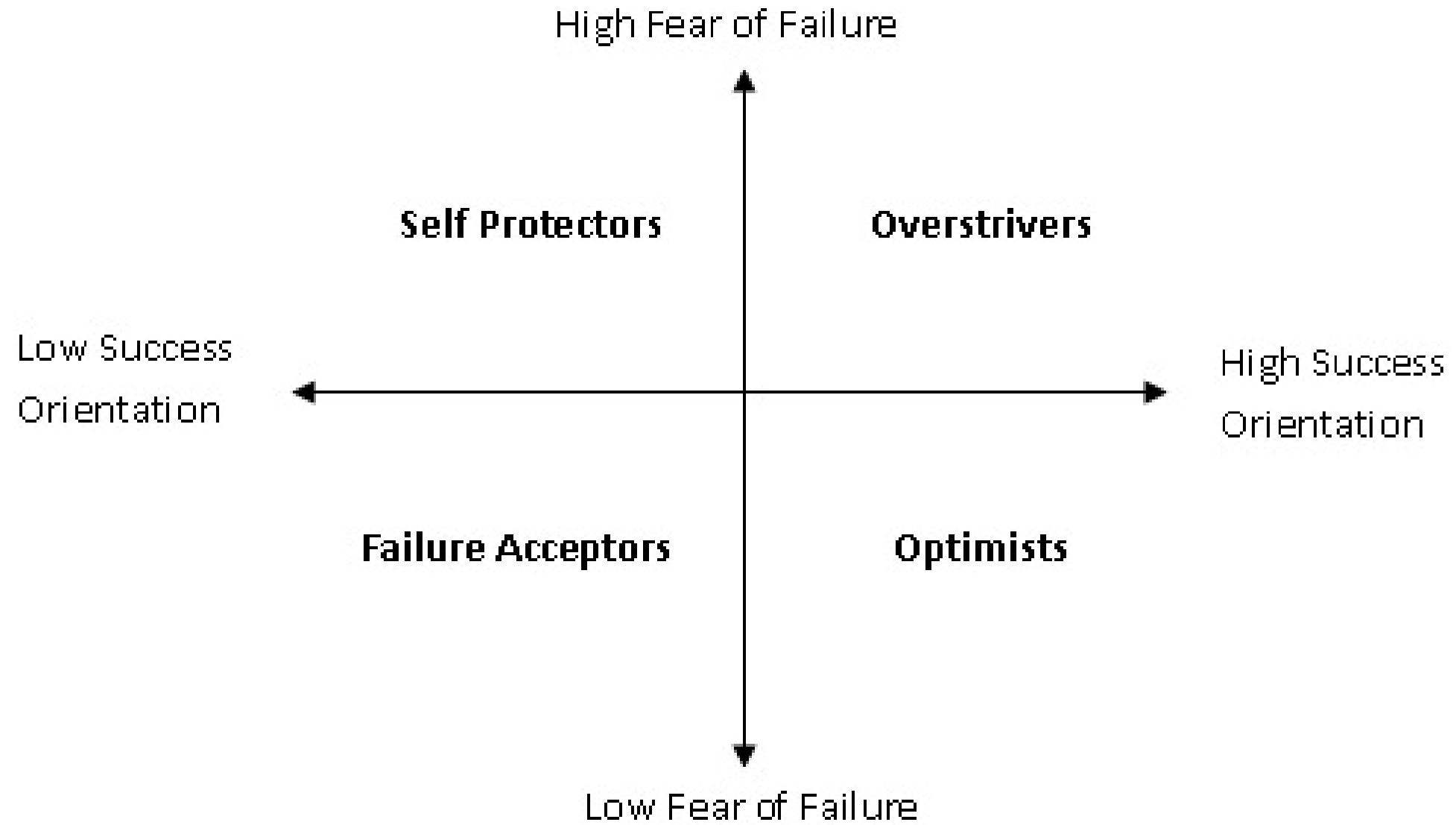
"I can either do it,
or I can't"

"My potential is predetermined"

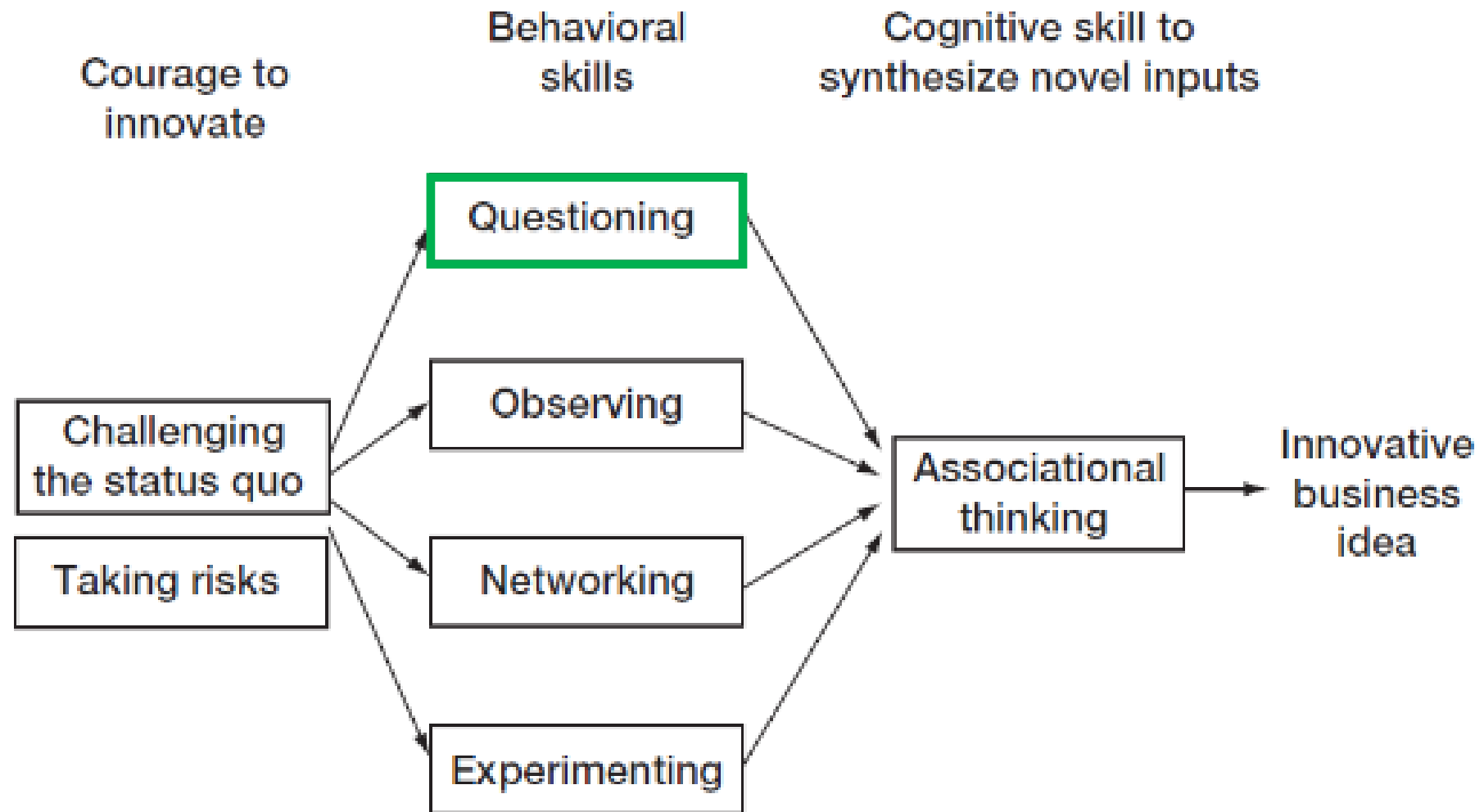
"When I'm frustrated,
I give up"

"Feedback and criticism
are personal"

"I stick to what I know"



The innovator's DNA model for generating innovative ideas

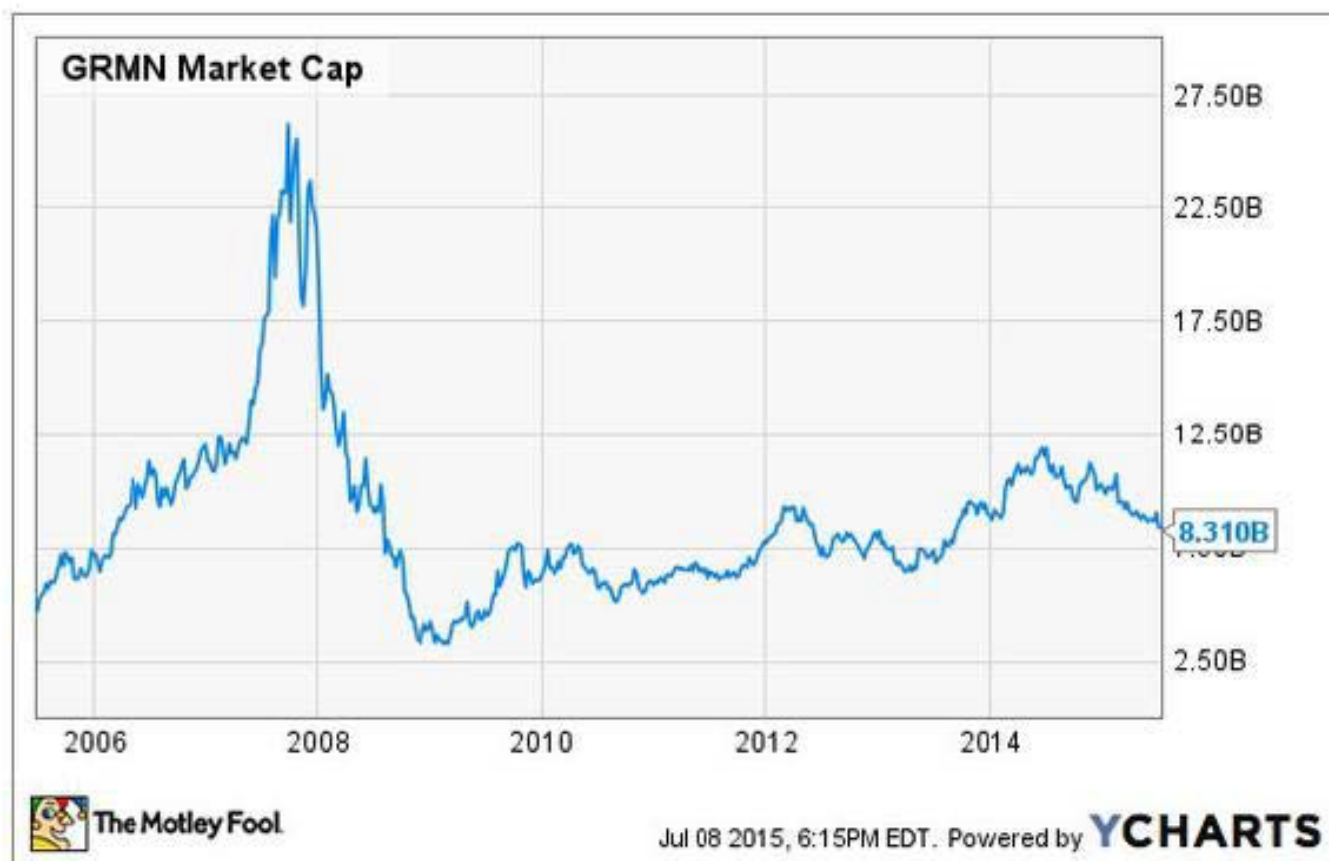


Descriptive	Disruptive
<p data-bbox="308 311 1233 432">“Know the place for the first time” - T.S. Elliot</p>	<p data-bbox="1421 311 2305 432">“Question the unquestionable” - Ratan Tata</p>
<p data-bbox="198 486 1207 668"><u>Describe</u> the territory using questions like:</p> <ul data-bbox="198 701 840 1200" style="list-style-type: none">• WHAT is...• WHAT caused...• WHO...• WHERE...• WHEN...	<p data-bbox="1276 486 2193 668"><u>Disrupt</u> the territory with questions like:</p> <ul data-bbox="1276 701 2252 1200" style="list-style-type: none">• WHY...• WHY NOT...• WHAT IF...• WHAT WOULD HAPPEN IF...

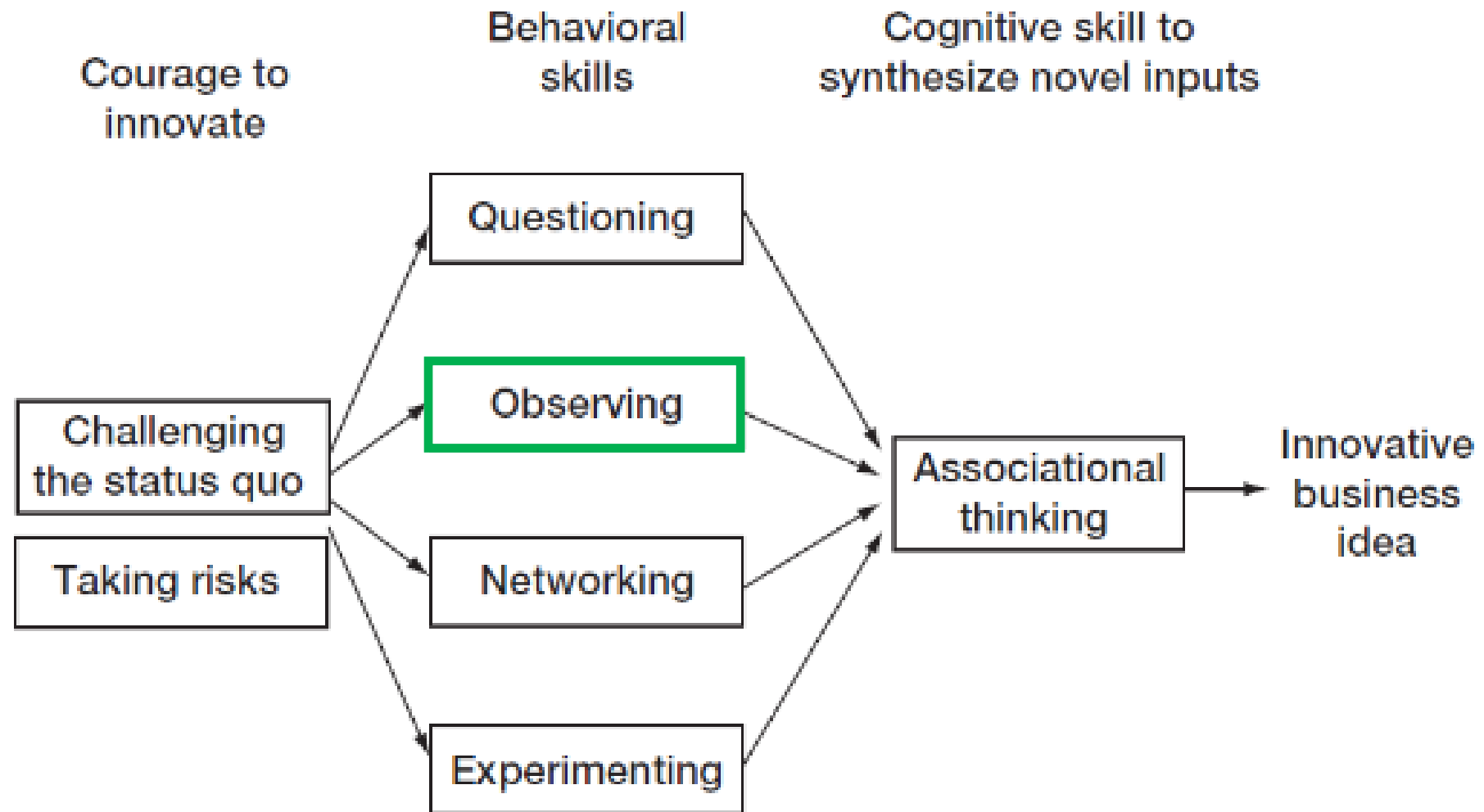
Garmin establishes early dominance in the consumer GPS market with direct-to-customer devices for navigation and tracking...



Yet fails to translate that advantage
losing 70% of its market cap even as
GPS applications explode...

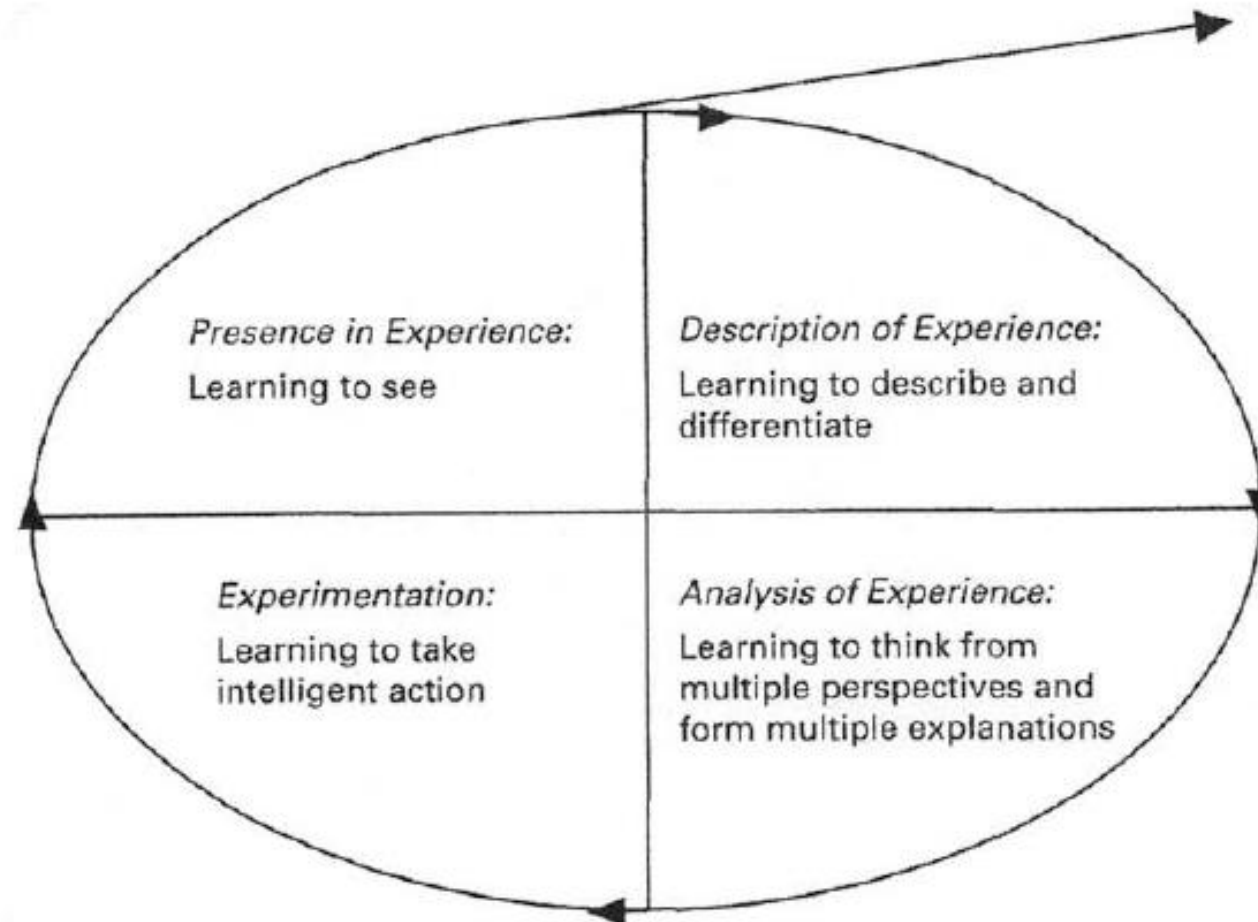


The innovator's DNA model for generating innovative ideas





Rodgers's (2002) Reflective Cycle





Welcome to Amazon.com Books!

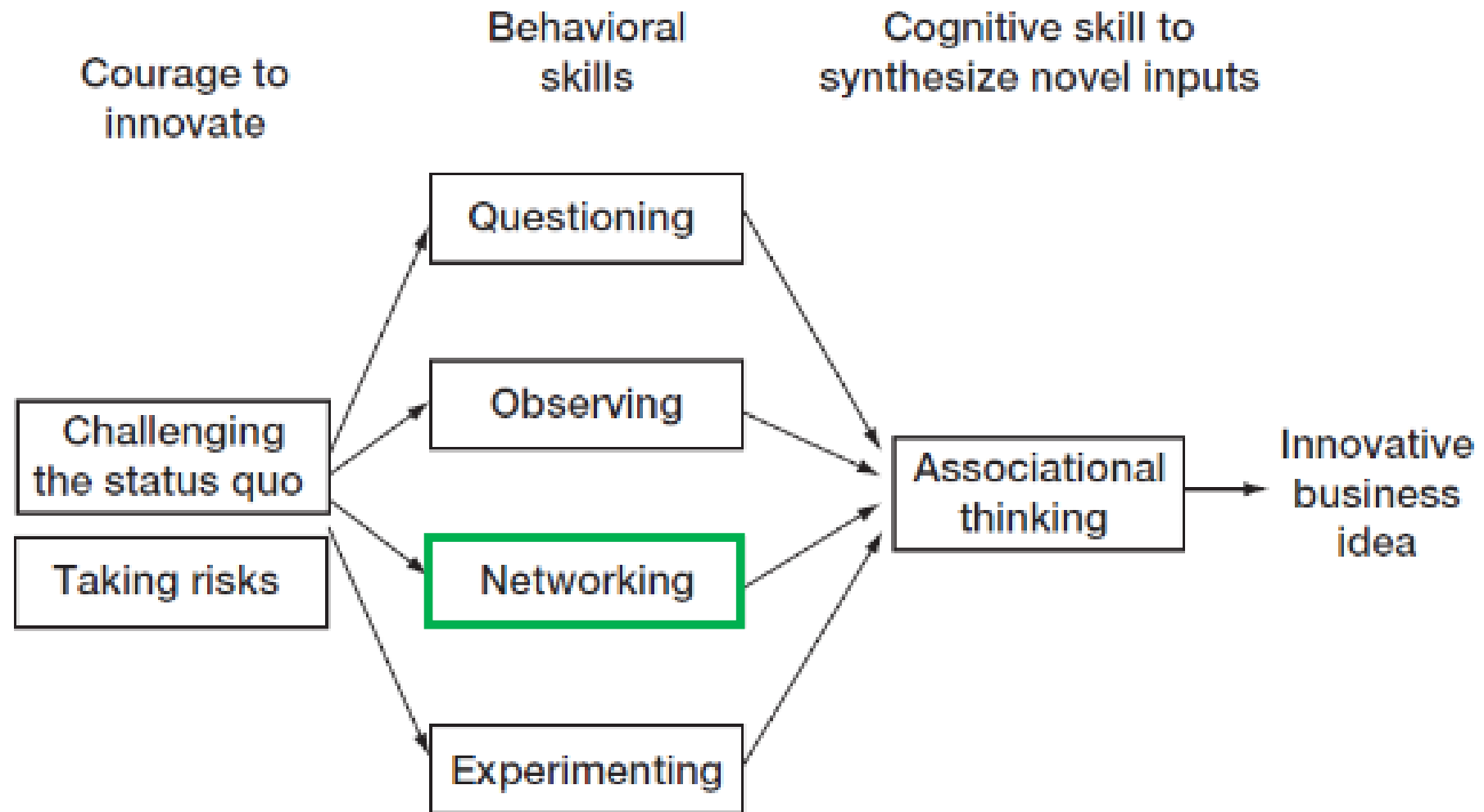
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SPOTLIGHT! -- AUGUST 16TH

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The innovator's DNA model for generating innovative ideas



My Network Audit

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

The main strengths of my network
as it exists today are:

1. _____
2. _____
3. _____

The main weaknesses of my network
as it exists today are:

1. _____
2. _____
3. _____

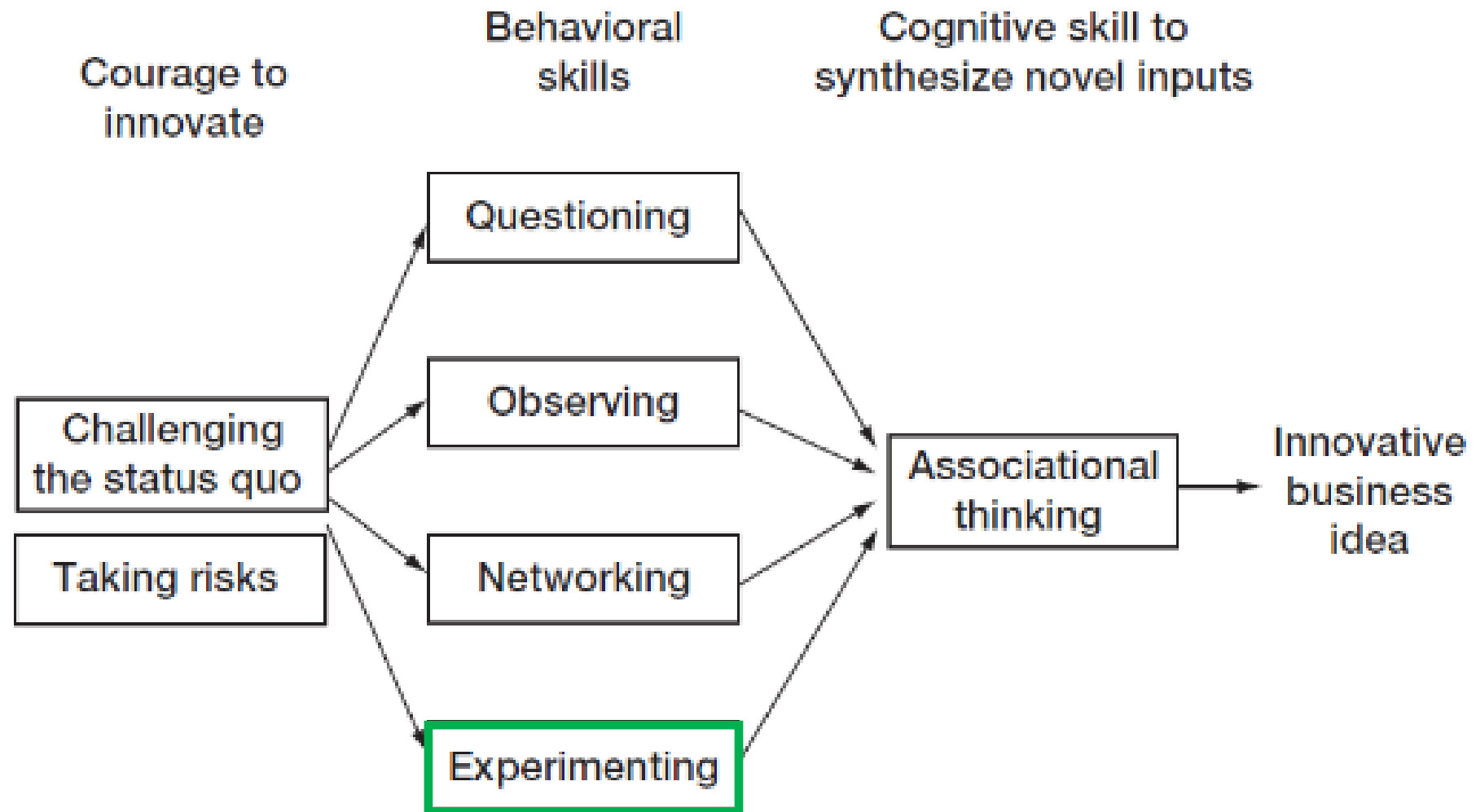
What are the strengths and weaknesses?

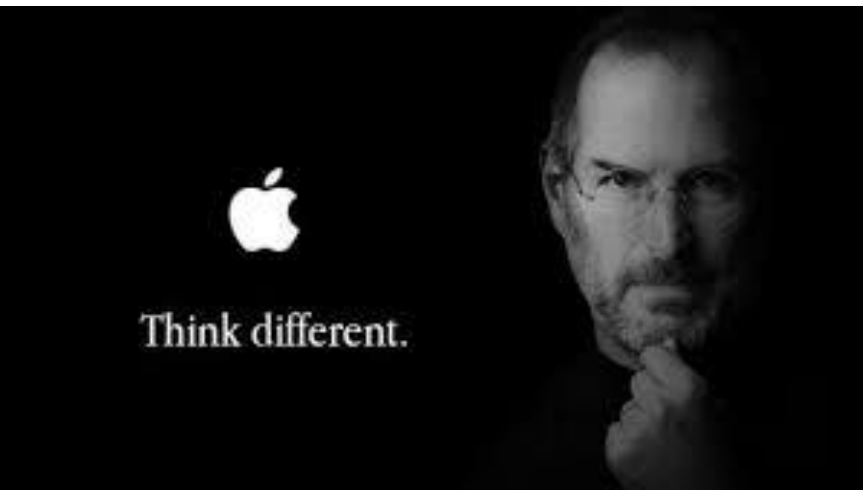
- **Birds of a feather:** Your contacts are too homogeneous, all like you.
- **Network lag:** Your network is about your past, not your future.
- **Echo chamber:** Your contacts are all internal; they all know each other.
- **Pigeonholing:** Your contacts can't see you doing something different.

GOAL: *Attitude, Breadth, Connectivity, Dynamism*

NETFLIX

The innovator's DNA model for generating innovative ideas





EXPLORE



EXPLORE

DECONSTRUCT



EXPLORE

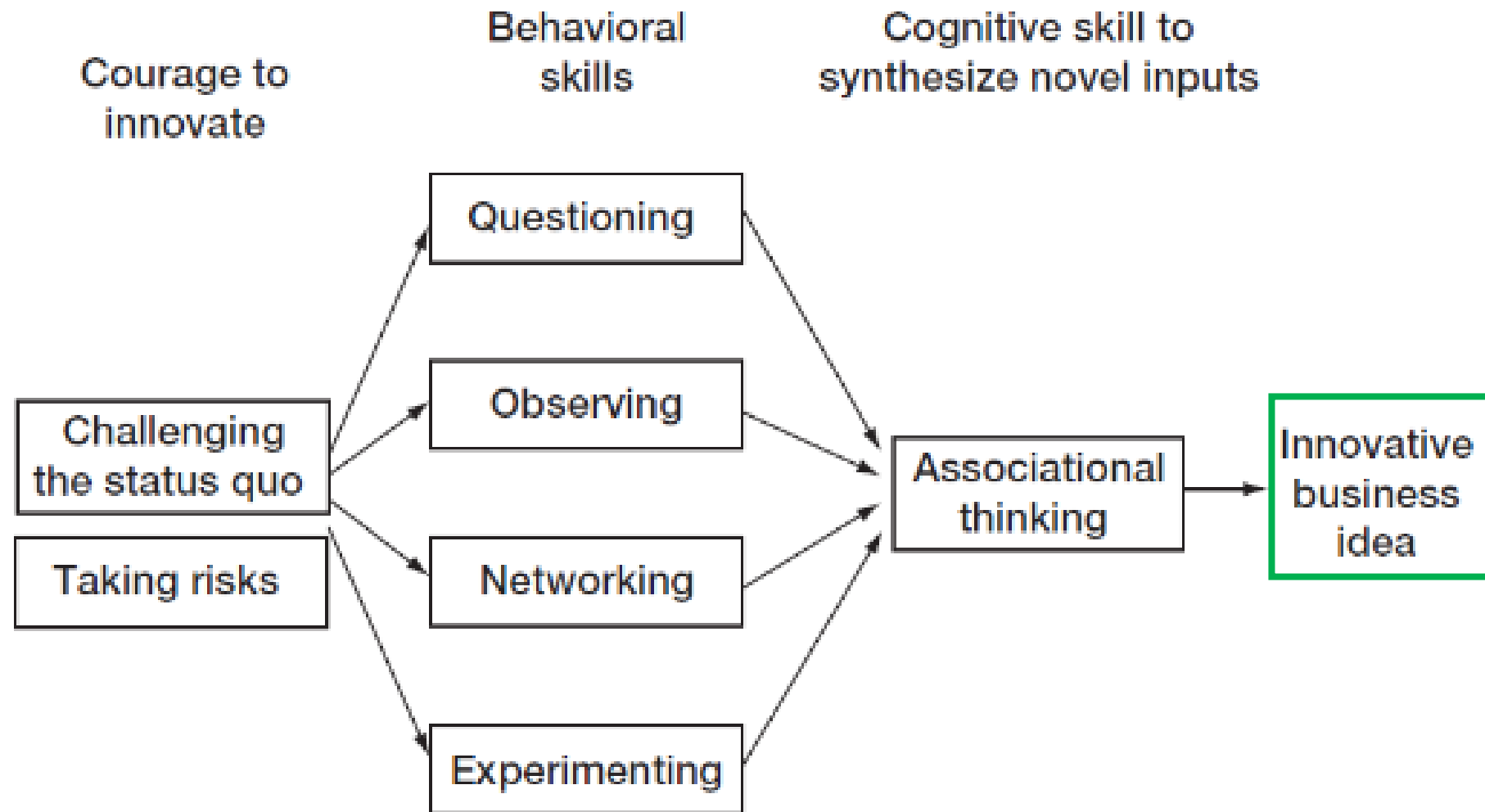
DECONSTRUCT



PROTOTYPE



The innovator's DNA model for generating innovative ideas





or

