



IIT ROORKEE



NPTEL ONLINE  
CERTIFICATION COURSE

# Innovation, Business Models and Entrepreneurship

## Divergent V/s Convergent Thinking

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- THINKING
- SLOW and FAST
- DIVERGENT and CONVERGENT
- MICRO and MACRO
- THIS and THAT
- Did I mention ACCORDION and PENDULUM

- THINKING and INNOVATION
- INNOVATION whether incremental or radically oriented is effected by
- Divergence and Convergence
- Lets see Computers, Food
- Analyze some of the important sectors

- Energy
- Waste Management
- Health
- Education
- Information Technology
- Consumer Goods
- Transportation

- BETWEEN DIVERGENCE to CONVERGENCE
- TRANSITIONS are INTERESTING
- TESTING
- DIFFICULT
- BRING HOPE
- INCUR COST

- CHANGE MANAGEMENT COMES IN  
BUT

WHETHER CHANGE is MANAGED

or

PASSED THROUGH

or

THE CHANGE MANAGES is the QUESTION?



# Thank You

