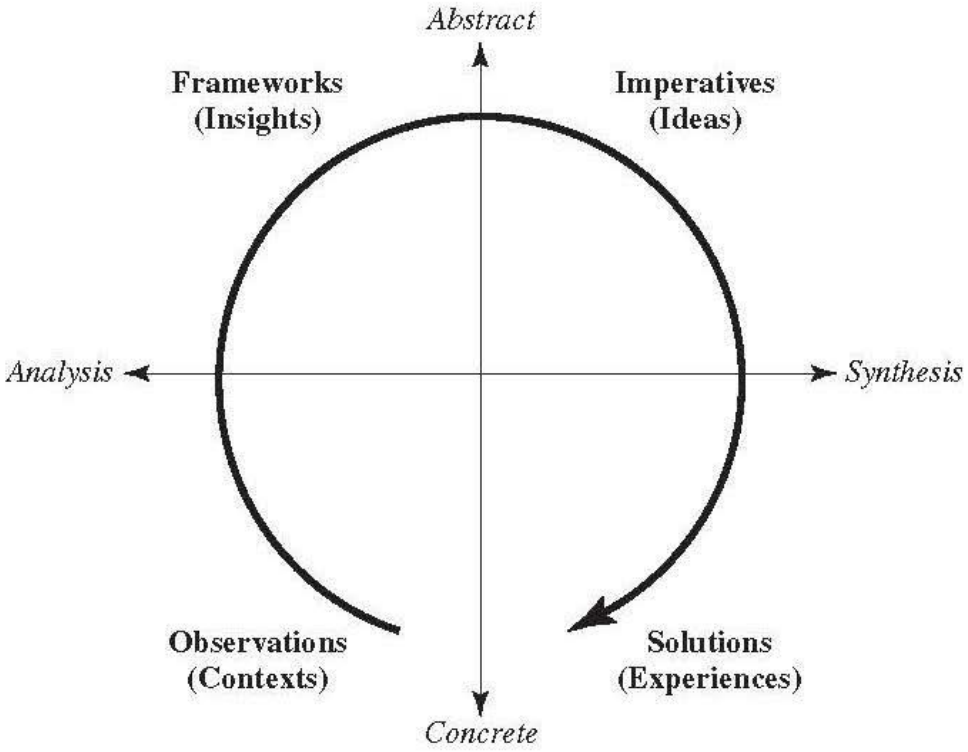
2-7-17

An Entrepreneurial Approach

I. Design as Storytelling

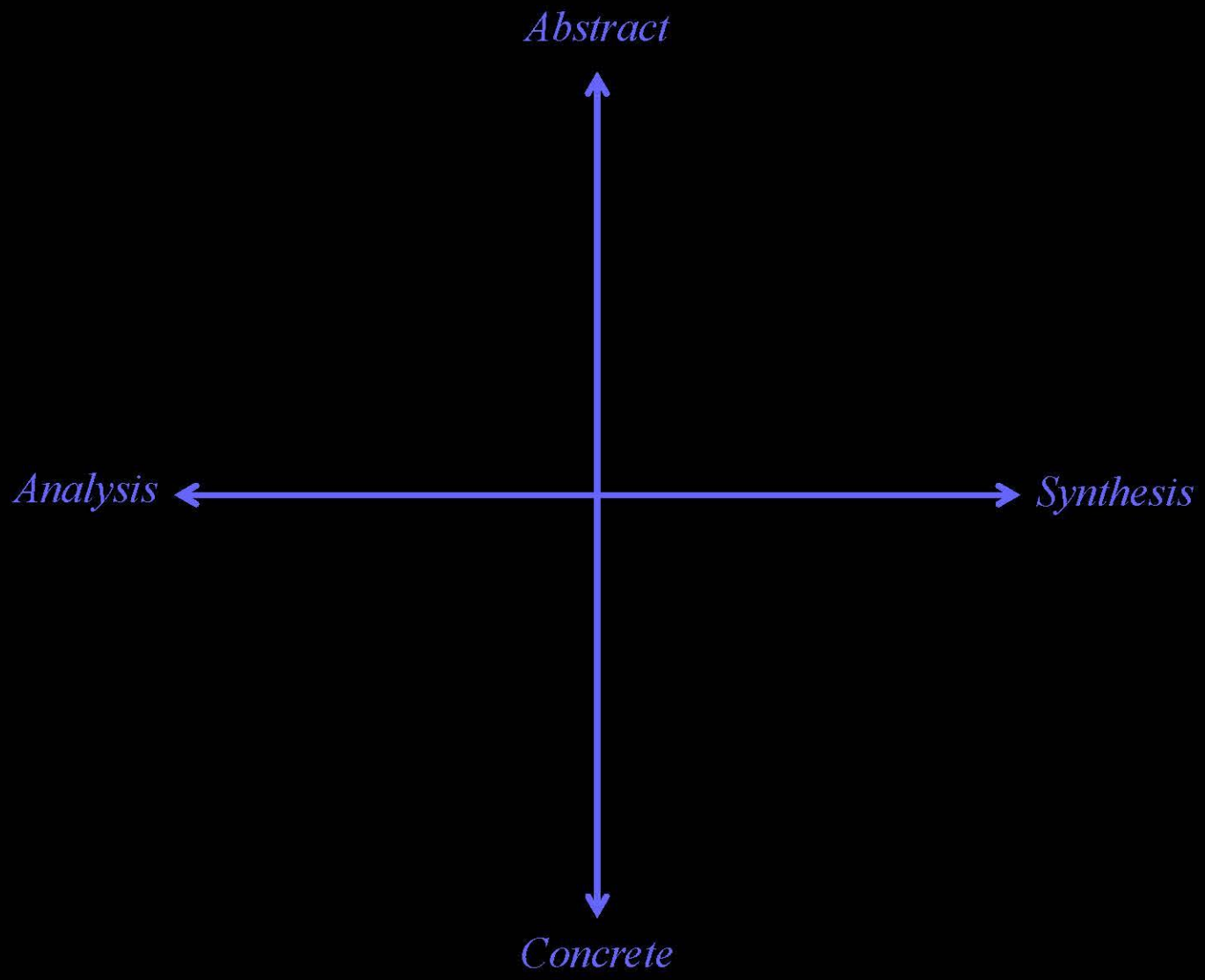
Sara Beckman, Michael Barry



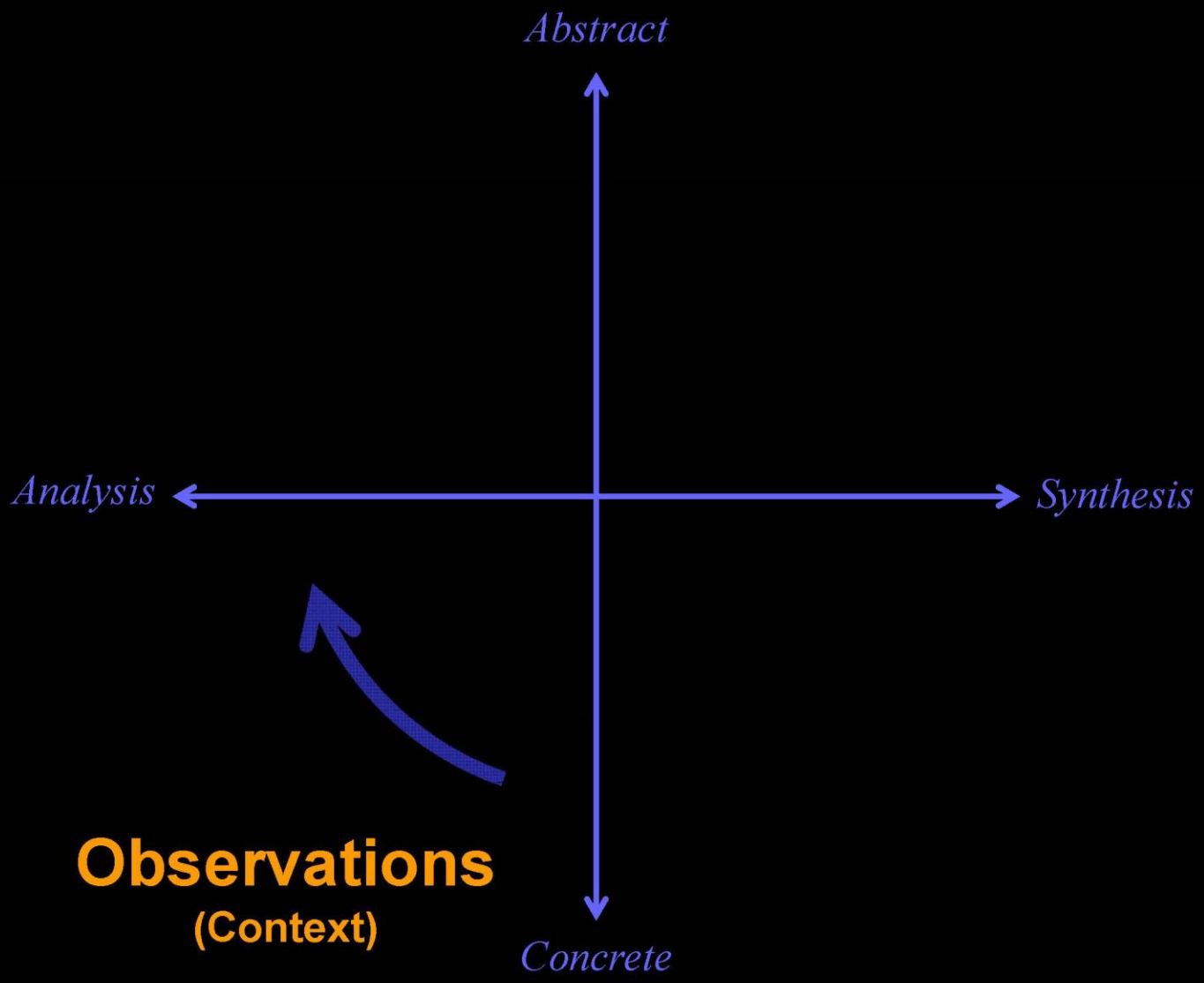
Design Thinking Cycle

Design Thinking

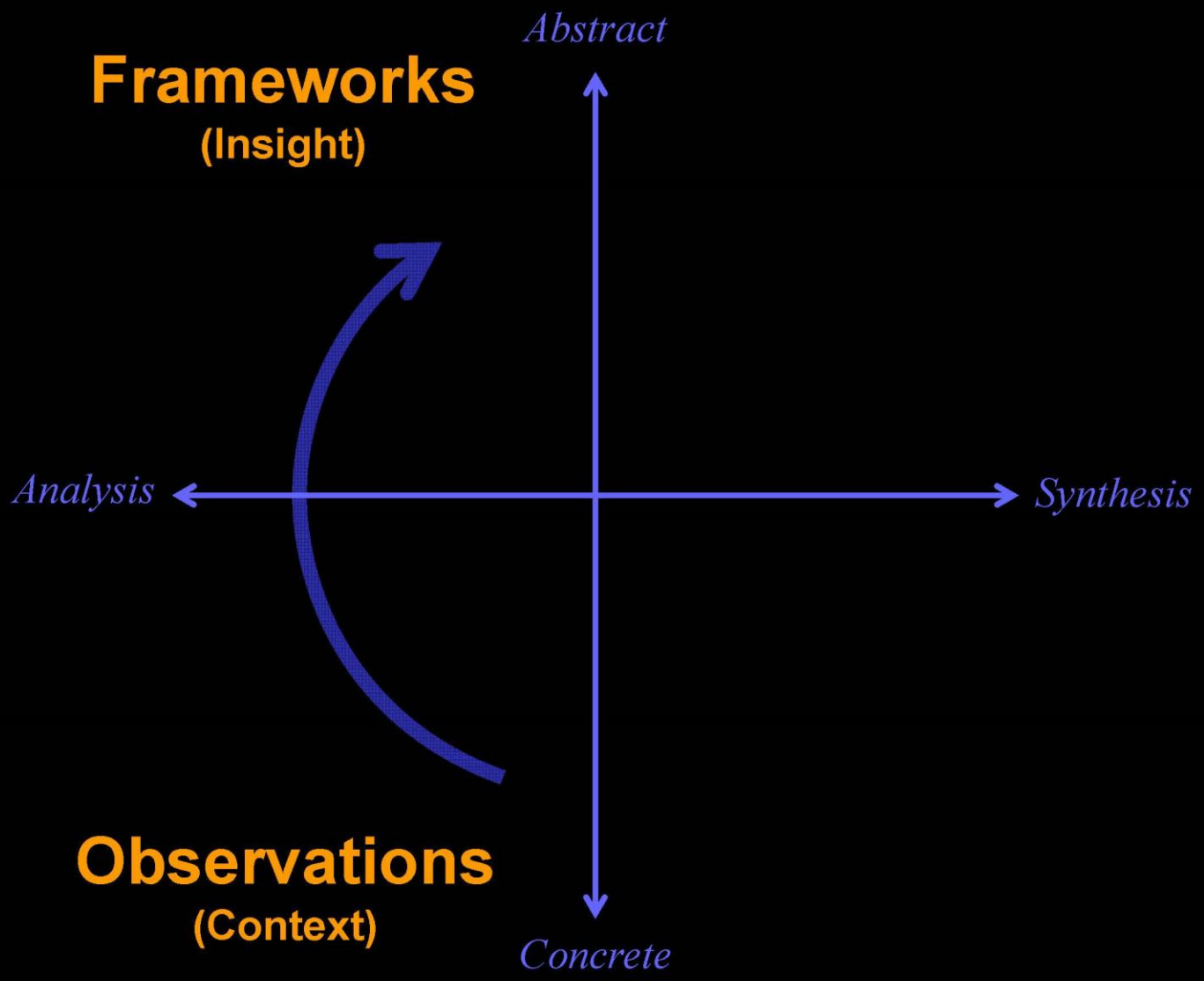
Design Thinking



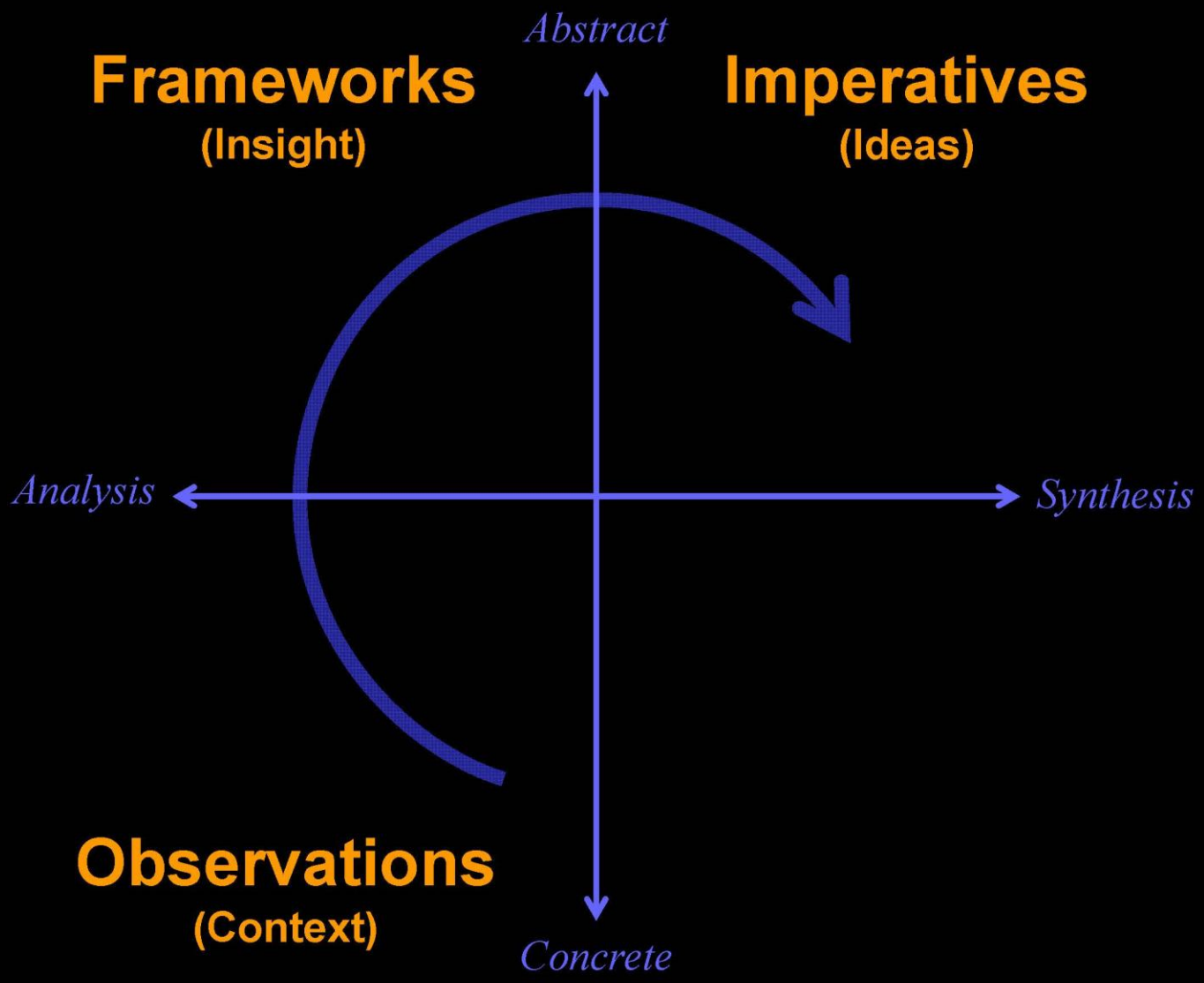
Design Thinking



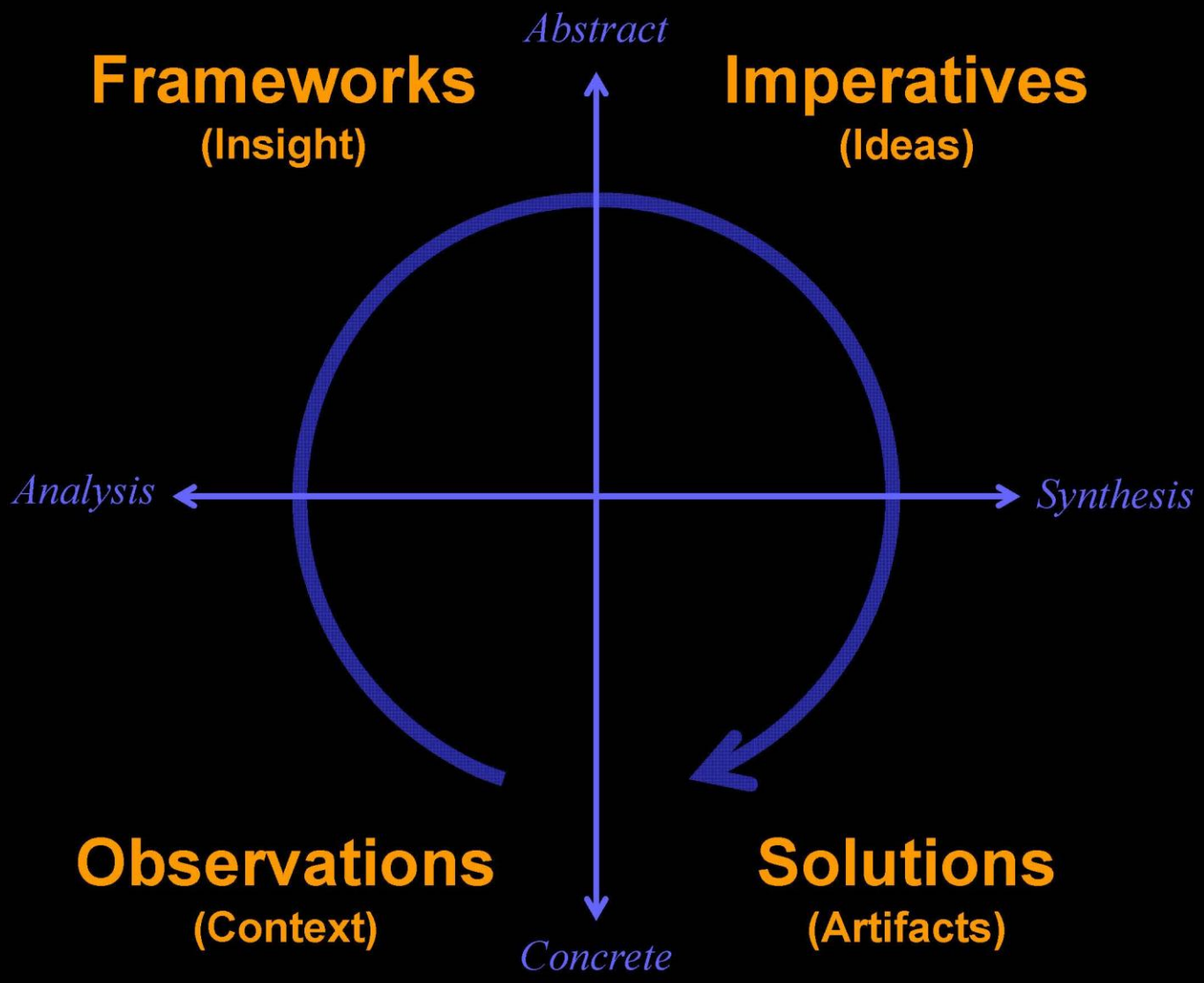
Design Thinking



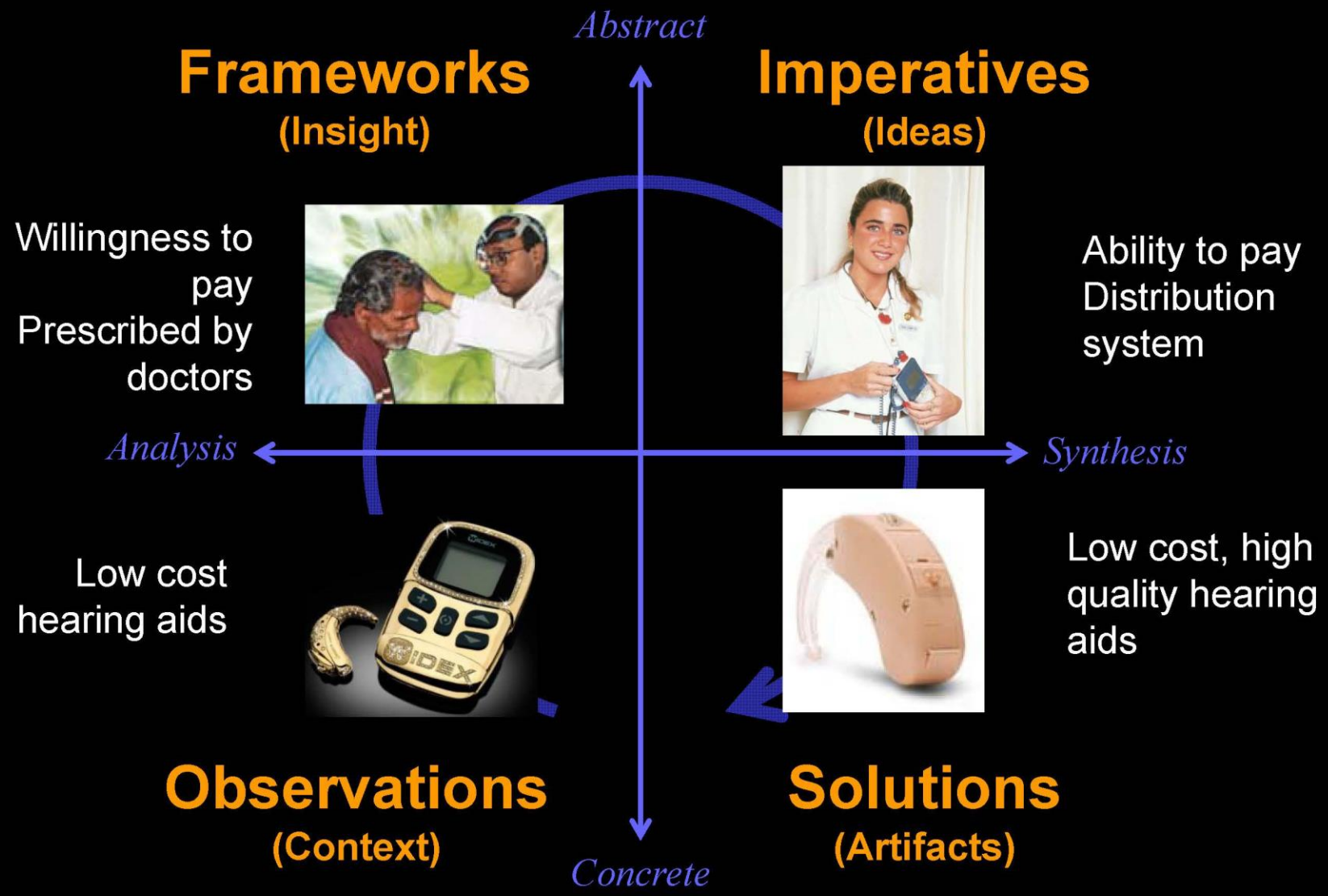
Design Thinking



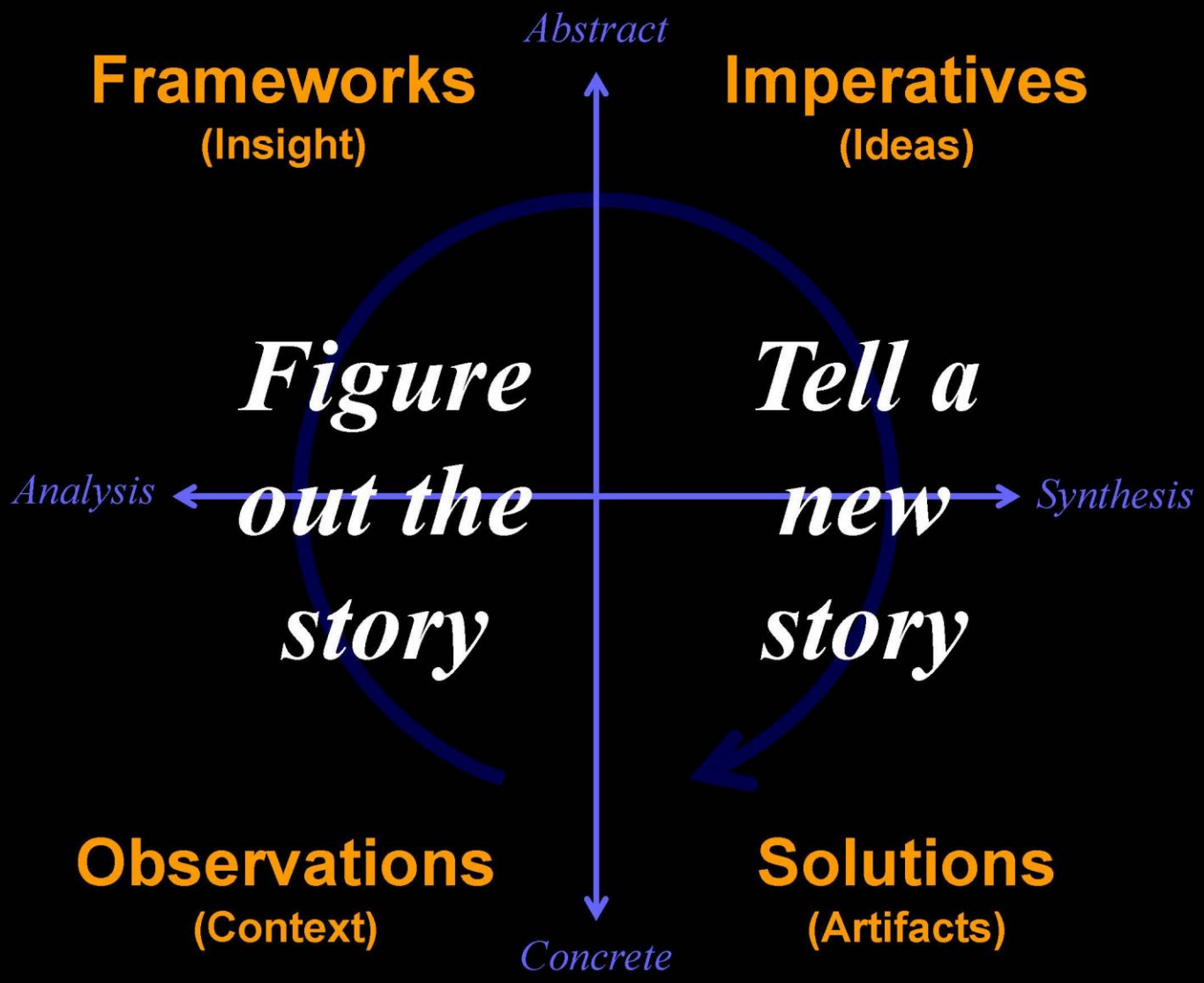
Design Thinking



Design Thinking Applied to Business Models

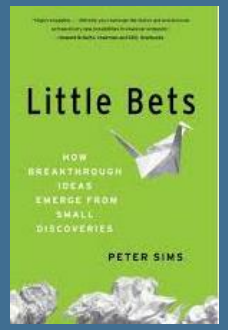


Design as Story Telling



II. Little Bets

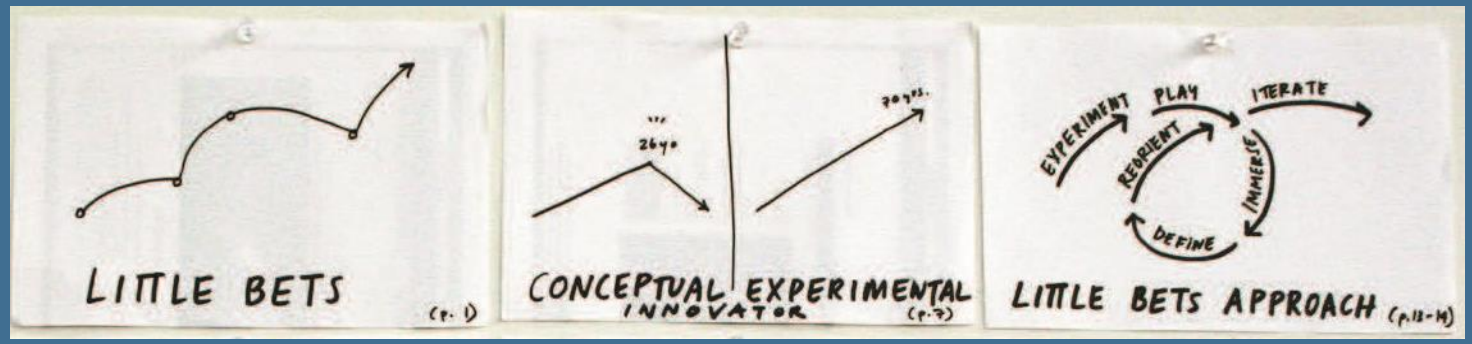
Peter Sims



Google talk: https://www.youtube.com/watch?v=KI5ATK7tCsI

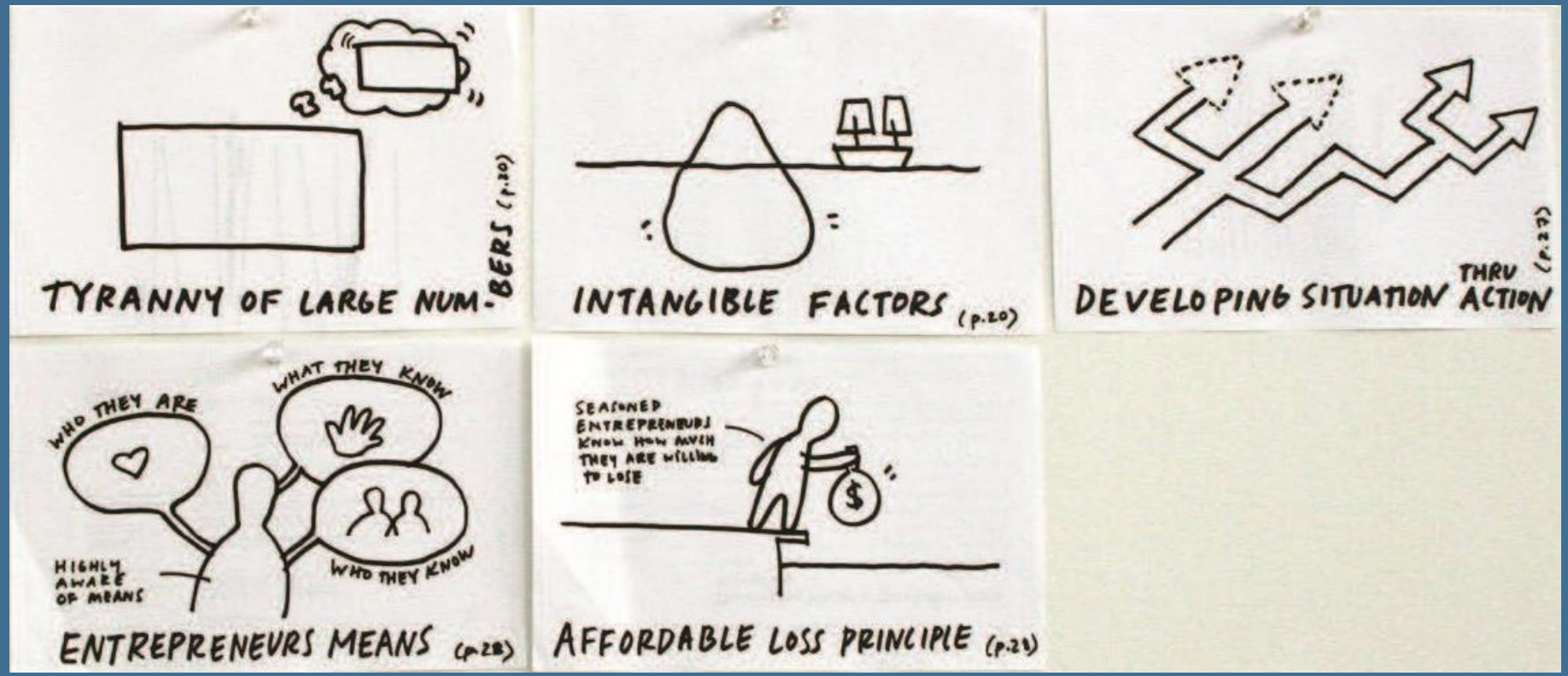
Scribd pdf: https://www.scribd.com/document/329337770/82-01-LittleBets-pdf

Intro



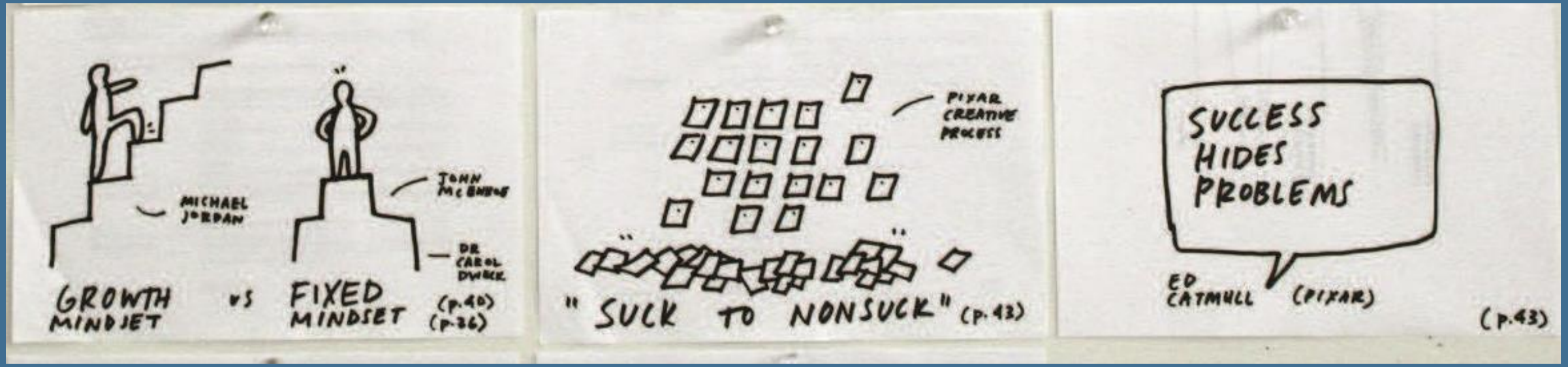
Innovation is nonlinear (design is episodic)
Theoretical vs experimental innovators and processes
Prototyping and innovation cycles
Problem types: well-defined, ill-defined, and “wicked” problems

1. Big Bets vs. Little Bets



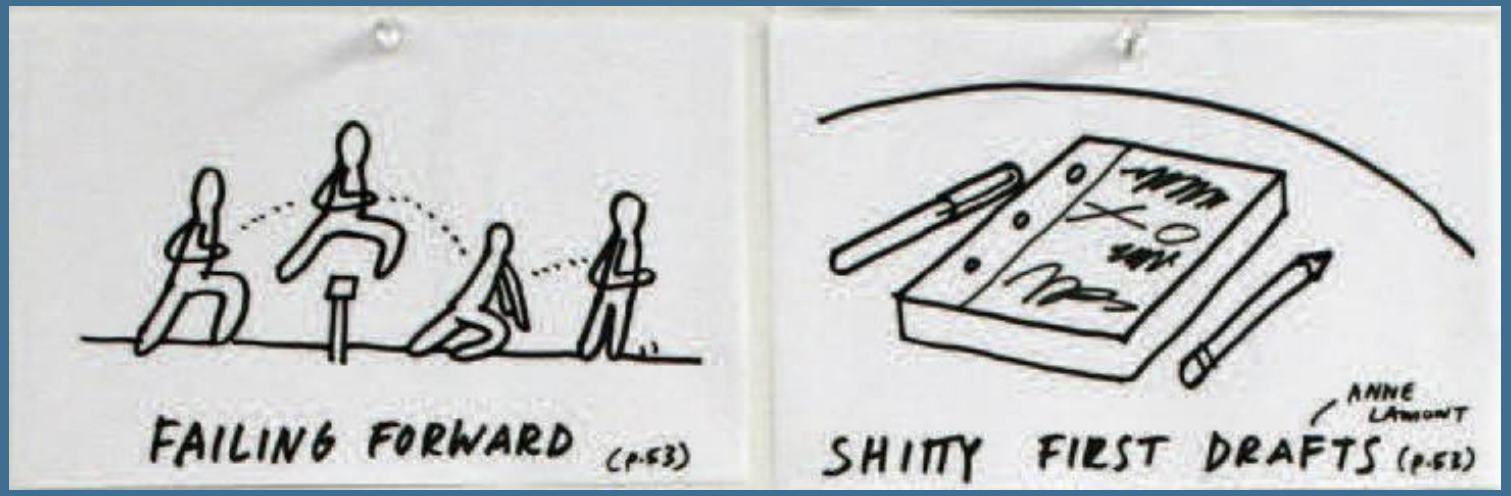
"Big ticket" items obscure the potential (or threat) in other areas
Discovering intangibles through experience and observation
What is an entrepreneur – means (resources) = who, what, network
Affordable loss vs. information gained – Bruce Alberts

2. The Growth Mindset



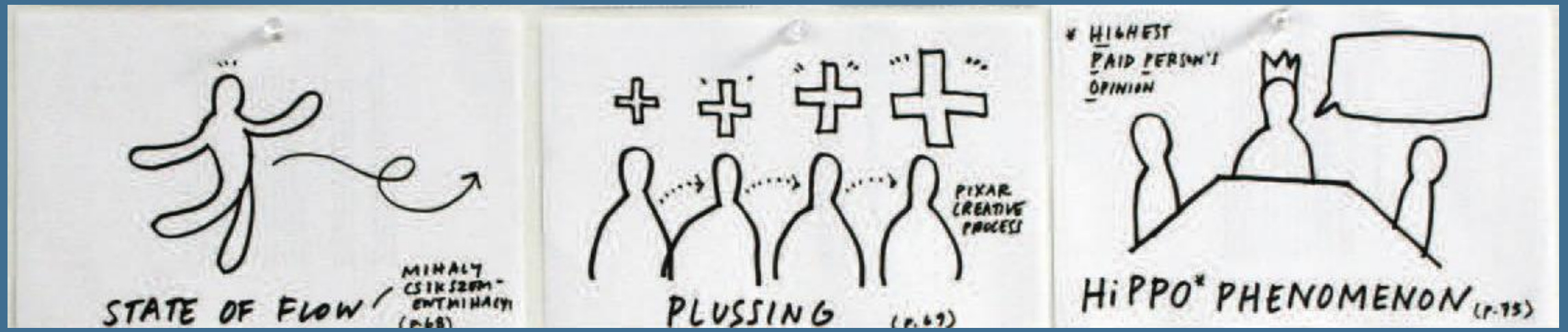
Growth mindset vs. fixed mindset – differences in outlook
Gradual improvement as way of life
Complacency

3. Failing Quickly to Learn Fast



Rapid prototyping - embrace failure and learn; after-action analysis
What causes writer's block? The "blank page" problem. Solutions?
Healthy perfectionism vs. unhealthy (internal drive vs. external or hyper-self-critical)

4. The Genius of Play



The value of humor – good and bad forms – team chemistry
Techniques to encourage input
Don’t let the HIPPO stifle input and creativity

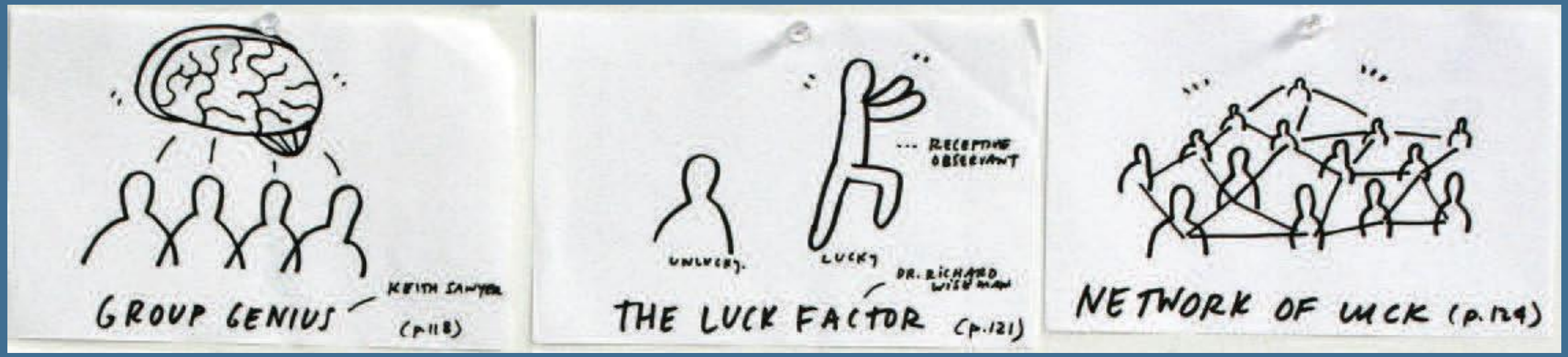
5. Problems are the New Solutions

Start with the basics of the problem – the key constraints
Break the task into small chunks that can be done in parallel
Take time to understand the problem well before solving it

6. Questions are the New Answers

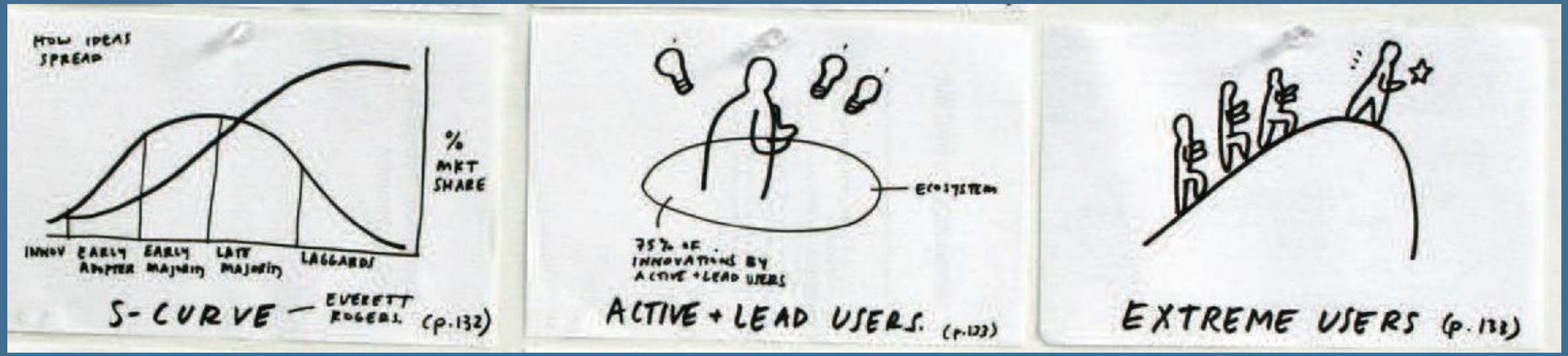
There is no substitute for first-hand experience – immersion in the field – empathic design
Get your own data (don't just rely on the "smartest guy in the room")
Question the "this is the way its always done" attitude

7. Learning a Little from a Lot (of People)



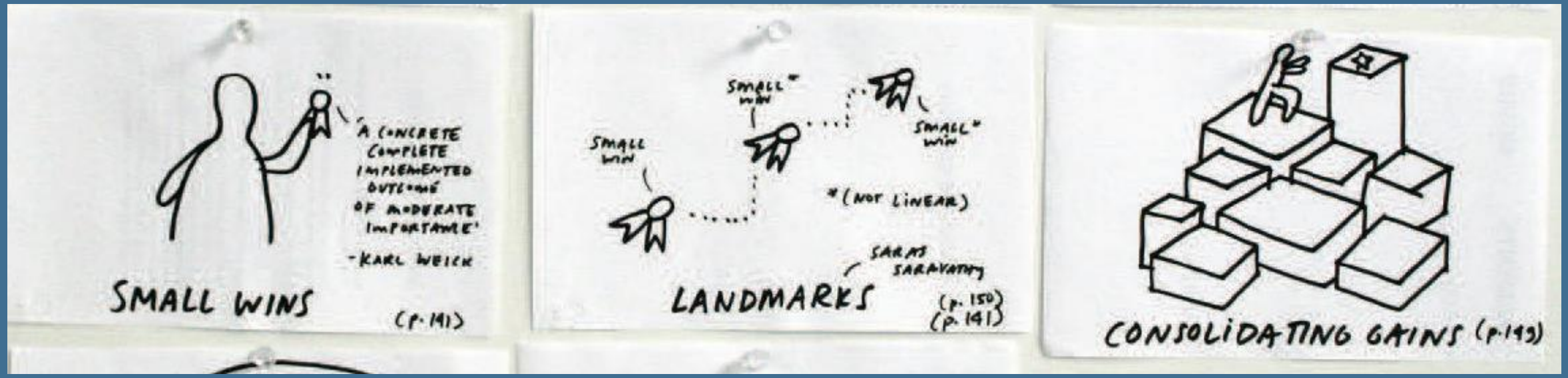
The value of networking – with DIFFERENT people (Granovetter – weak ties)
What is a “lucky” person – open to new experiences, welcoming nature, seeks out differences
Building and maintaining a network of resources

8. Learning a Lot from a Little (Few People)



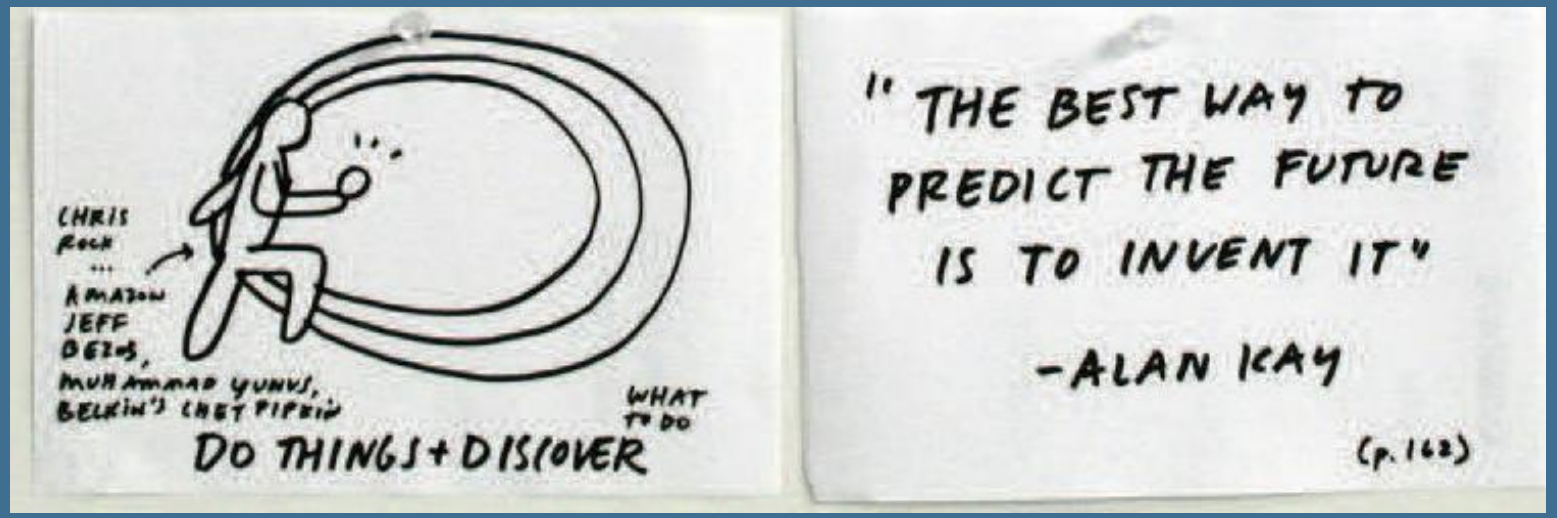
Users – who to study
Accommodating the user spectrum
Why active or extreme users are so valuable

9. Small Wins



Every result of a small bet can be valuable
- small losses identify mistakes and dead ends
- small wins represent progress and act as landmarks

10. Conclusion



Just do it!
The entrepreneur tries to design the future