

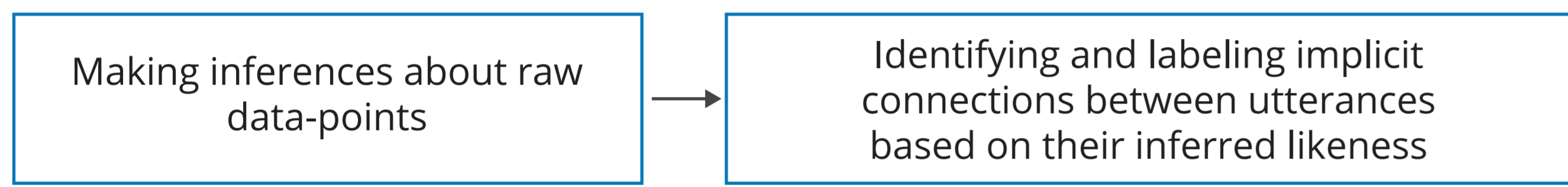
Synthesis & Sense-Making

Finding meaning in data through inference and critical thinking. Developing a clear point of view for a problem frame, visualizing the innerworkings of the problem, and identifying a proposed value promise for new products and services.

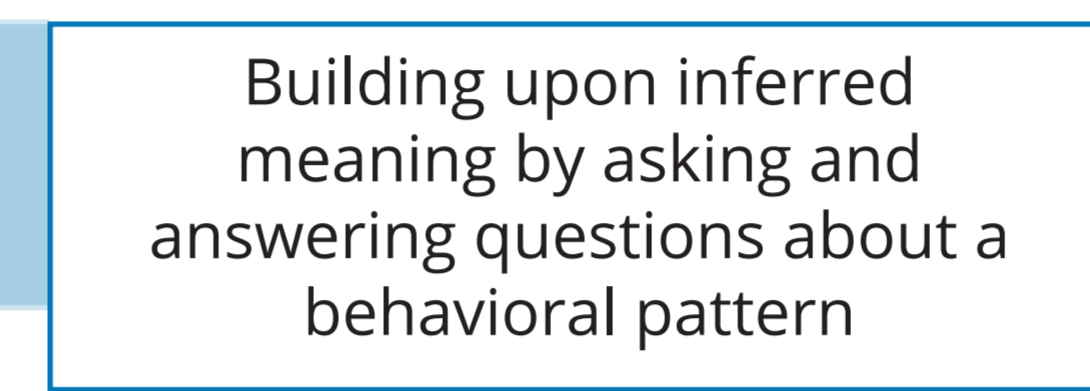
Inference Based Sense-Making

The ability to find hidden connections between different types of data, and to make uncomfortable leaps in logic with incomplete or contradictory data

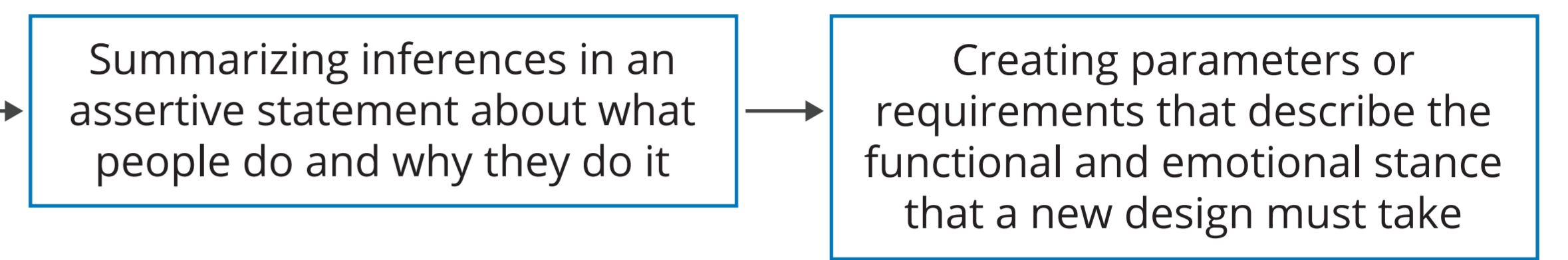
Interpretation & Pattern Finding



Insight Generation



Design Criteria Creation



Data Modeling

The ability to make visual representations of behavior, and to use these diagrams and visuals in order to develop new insights and ideas

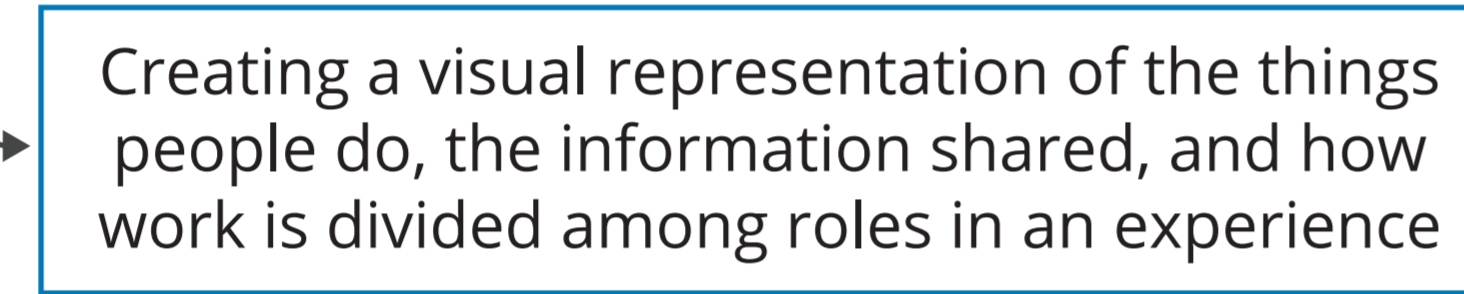
Source Identification



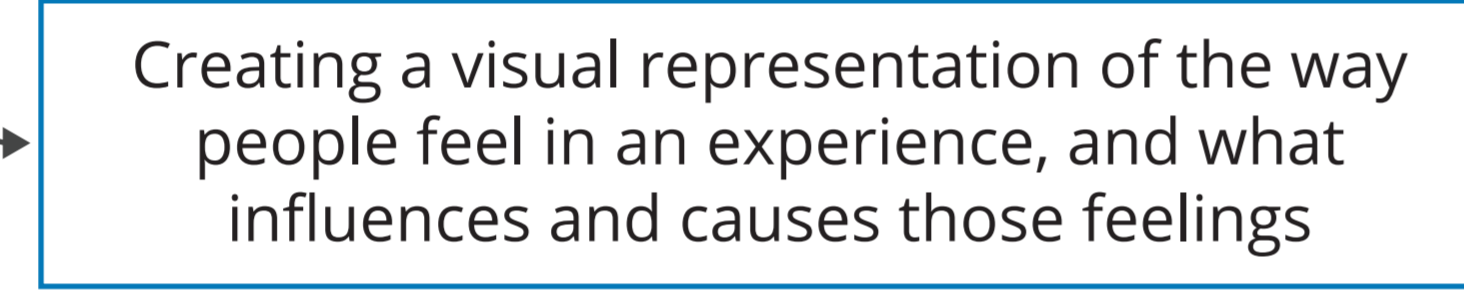
Artifact Modeling



Behavior & Info Exchange



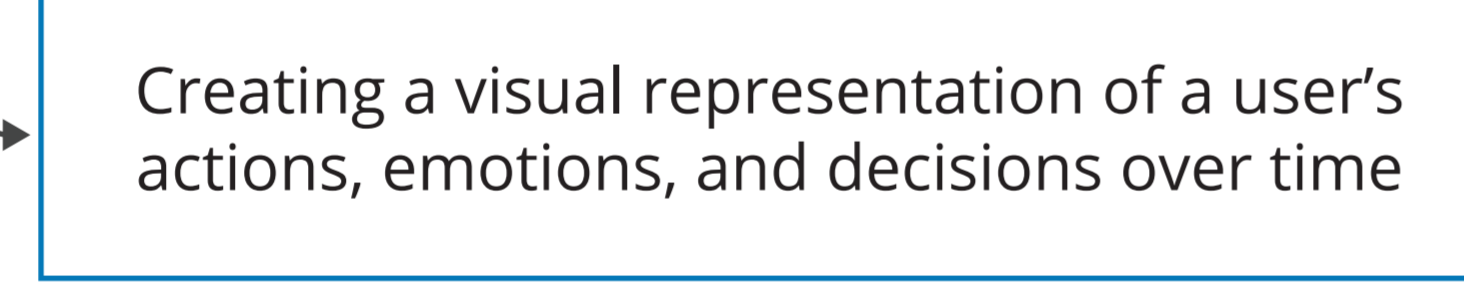
Power, Policy, Influence & Emotion



Environmental Modeling



Customer Journey Mapping



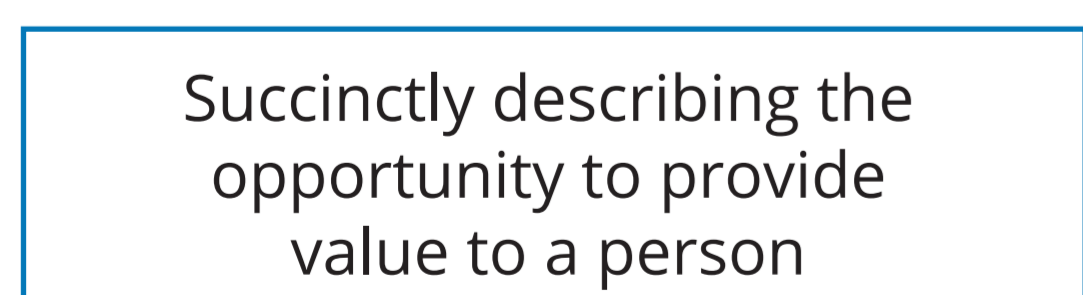
Concept Modeling



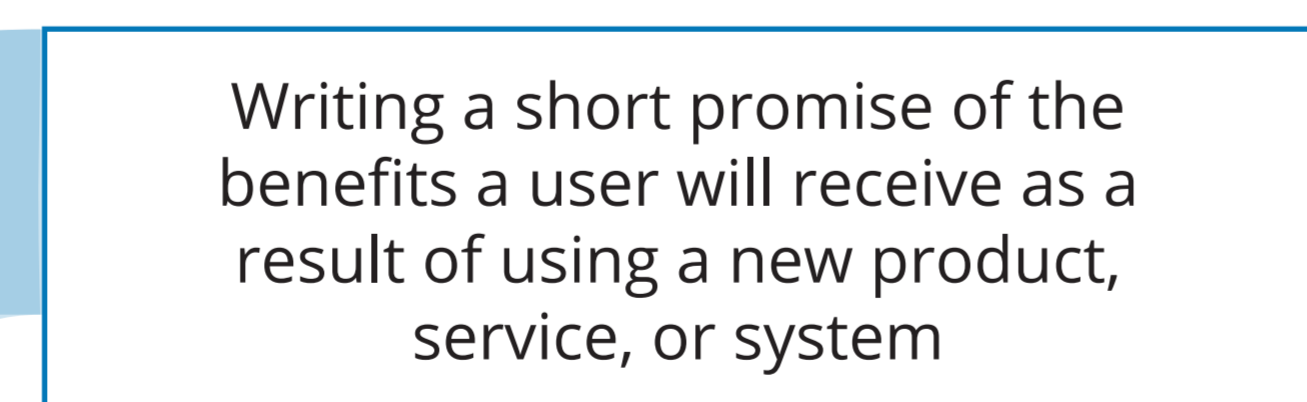
Problem Framing

The ability to summarize a problem and opportunity, based on what people want, need, and desire, and to tell a persuasive story of how the current state can be improved

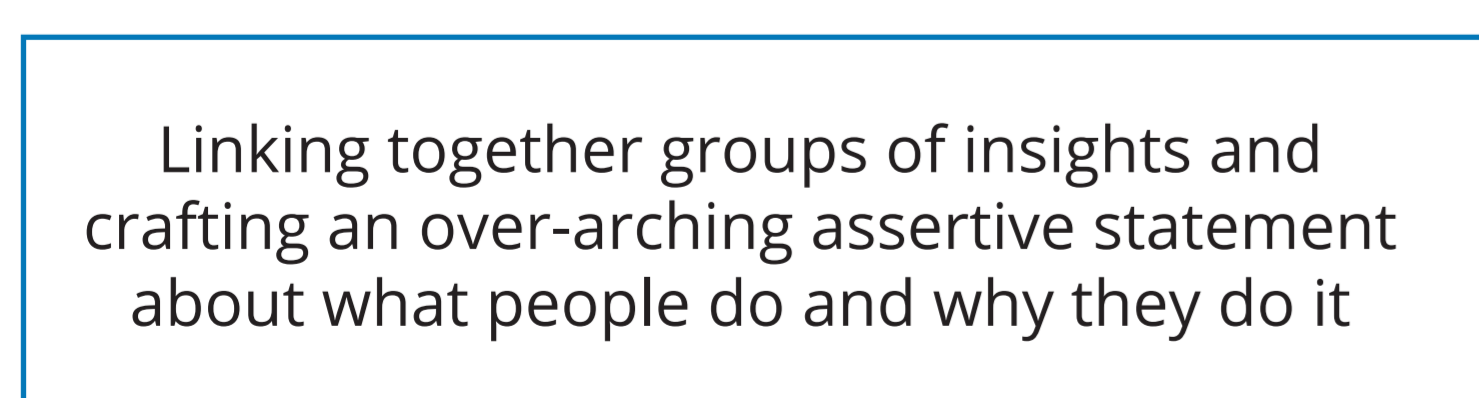
Problem Statement Creation



Value Promise Identification



Meta-Insight Creation



Awareness & Mindfulness

The ability to maintain awareness of a team's place in the process, sustain momentum, and provide interventions as needed to achieve positive outcomes