

Pathfinder: An Adventure at the Intersection of Design and Business

ERICK MOHR

Truth

As the world becomes more complex the path from idea generation to execution becomes increasingly challenging. One of the main issues lies in the fact that in conventional strategic planning we tend to forecast what the future will be like, and build our business plans based on such predictions. However, in uncertain times it is very likely that our forecasts will be inaccurate, causing good propositions to get derailed very early on in the development process. How could we maximise our chances of success when developing new products and services? Pathfinder, a comics-style hero will take us through simple approaches that reduce the risk of failure, while enhancing the value that ideas can bring to businesses. By relying on design thinking and lean approaches, he will show how we can prototype and validate business models, ensuring we design propositions that are not only desirable, but also economically feasible.

Please visit epicpeople.org to view a full-length video of this Pecha Kucha.



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