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1. He/she must establish a valid understanding of the business (concepts and the processes) of the business as it is and as it might be in the future.

2. He/she must be intuitive, insightful and creative during the process as the team learns from the understanding of the business concepts and prototypes new ideas in rapid succession.

3. The valid understanding of the business is delivered by "business workshop mapping" – a visual, interactive, team oriented analysis and design method supported by a visual mapping tool. To phrase it in simple terms, this approach is the cheapest way to get real business points off in the open, and to find ways of doing something about them.

Design thinking for business development learns from the understanding of the business and creates (just like e.g. product designers do) a new or changed set of business concepts, which are valid from the business point of view. Validity and utility are inseparable.

There is a considerable amount of interest in "design thinking". The context in this book is to facilitate creative thinking within business development. "Design thinking" of business concepts etc. is actually very similar to what designers do. Design is not just for products. This book adds business analysis to the growing list of design thinking approaches.