

Personal enterprising skills & behaviors

Class II

Introduction



**GREEN
ENTREPRENEURSHIP
TRAINING**

The power of knowledge



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Tools



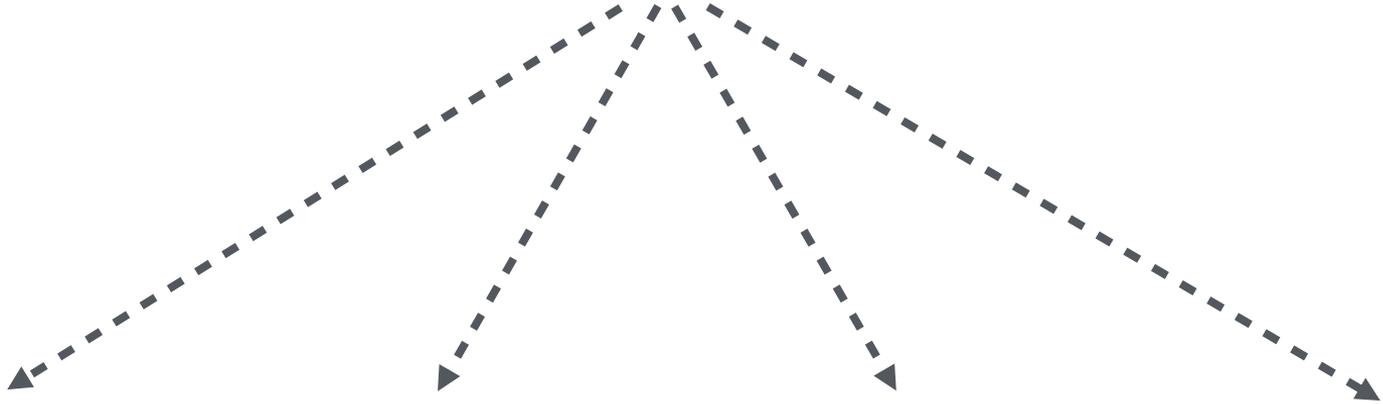
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4 key points



Research

B-Marking

Moodboard

System
thinking



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Researching



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How to turn mass information into **insight**



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Manual Thinking
www.manualthinking.com

Bench Marking





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Use of Benchmarking
to analyze the market,
the positioning of a
company



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NATURALEZA

SAUO

BELLEZA

DEPORTE

ESTRES

MoodBoard

¿QUÉ
BUSCA?

FELICIDAD

BE DELICIOUS

PAZ

EQUILIBRIO



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Methodology of **System Thinking**

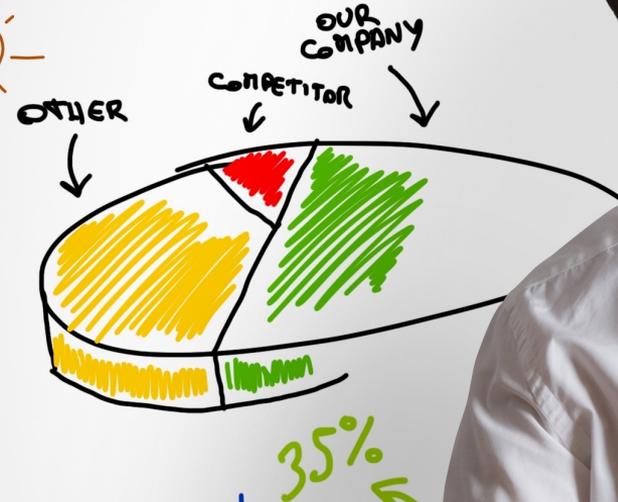
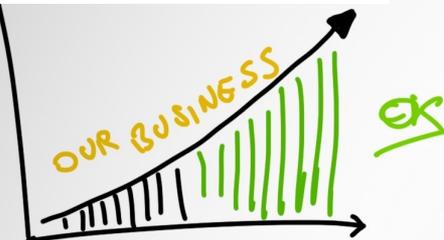


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MEDIA VIDEO
PICTURE



CLIENT 2

CLIENT N.

SEARCH ENGINE

DESIGN

MEDIA

WEB SITE

1010001

1010100

1010100

1010100

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What is it?

What is it for?

An exercise

Final Conclusion



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The End



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