

# ACCEPT FRAMEWORK FOR INNOVATION // DRAFT 1.4 // 2022.04.11

1

## ATTITUDE

### A DIALOGUE WITH **YOURSELF**

Embrace inner creativity, pursue curiosity, and suspend negative judgement.

2

## CHALLENGE

### A DIALOGUE WITH **YOUR ENVIRONMENT**

Define the challenge; let inspiration and openness guide the process.

REFRAME

## EMPATHY

### A DIALOGUE WITH **YOUR TARGET**

Gain empathetic insights from people implicated and impacted.

3

## PROTOTYPE

### A DIALOGUE WITH **THE POSSIBILITIES**

Ideate and build a Minimally Viable Prototype. Build it rough and rapid; get it right later.

REFRAME

## TEST

### A DIALOGUE WITH **REALITY**

Use the prototype and observe it in action. Learn from the failures and successes; refine and test again.

DIVERGENT  
THINKING

CONVERGENT  
THINKING