

# STARTING YOUR BUSINESS – THE 5Q7P7D FRAMEWORK

On 13<sup>th</sup> of January, 2012 at the Indira International Innovation Summit at Pune, India, I was conferred the "ENTREPRENEURIAL INNOVATION AND LEADERSHIP AWARD" chosen by advisory council for leadership and contribution to the field. The award described me as a thinker and doer and a role model and a believer in change. This was a humbling experience and definitely a moment of pride for me and my company that we started a few years back. It made me think as to what I should recommend to anyone who really wants to start on an idea. We built a company on Innovation consulting based on ideas and our experiences of many years – in the process I went through a set of questions and thinking dimensions that may be of value to anyone who really want to start on an idea. This led to this 3 planes framework which I call 5Q7P7D framework – please do not consider this to be the name of the latest Japanese robot to be featured in next Star Wars.

## 5Q – Five Questions that one should ask before starting

When we started Crafitti ([www.crafitti.com](http://www.crafitti.com)) I asked myself 5 key questions. I dug in my old files and came out with the 5 questions and my answers. Reproducing below verbatim.

Creating and building a new organization is a statement of what I am to myself as well as may be to the world at large. It however requires a mind shift as I am not used to an unpredictable, unstructured and unknown economic, intellectual and social environment, and work conditions. To really take a decision I need to answer the following 5 questions:

*Q1: How much willingness do I have to forego the position, pay-package, environment and brand name of a big company with its associated benefits in pursuit of building an organization that I want to build with like-minded people?*

**Answer: Building anything requires strong focus and perseverance that comes through passion and a craving for freedom. I think there is heavy dose of passion in me to build an organization that creates the difference in the world without the support and safety of big company environment. I think I have very strong belief and willingness to forego big company benefits.**

*Q2: How much willingness do I have to get down to working out the tasks, jobs, work items that in my existing environment I take it for granted to be done by others? This also ties to how willing I am to work in a non-hierarchical structure where no one reports to anyone i.e., a peer-peer, all equals, working together leaderless organization, or at least very close to leaderless based on trust, confidence and respect for each other.*

**Answer: I have failed miserably in pyramids. Hierarchical structures don't go well with me at all. I believe in flat organizations and am extreme comfortable in leaderless scenarios.**

*Q3: How much patience, trust, confidence and respect do I have for my peers in a leaderless organization where decision happen through collective resonance? However, enough leeway is given for an individual to experiment, explore and encompass variety. Am I willing to experiment despite opposition from my team mates? When an individual is putting in effort am I willing to go-along with him/her path to the extent possible, despite knowing clearly why the idea will fail? Democratic decision making may lead to delays am I willing to suffer delays?*

**Answer: I can only work with people whom I trust. This is a weakness which I need to build into my strength. The new learning I have is to go along with people who I may think are going towards failure till the very end. This way who knows we may get a new path. Earlier I was also too *black-hatted*. Now I think I have become**

more and more exploratory collaborator. Yet many times my Ego comes in between. I have to retrain my mind. This was very difficult earlier, nowadays it is much less!

*Q4: How much I am willing to put my 100% in a venture where sometimes I may get a feeling others are not putting in 100%?*

Answer: The feeling that others are not putting 100% comes from a perception that continuous work engagement is the only way to grow. It is possible for some people to do in 2 hours the work I do in 8 hours; however, they may need 6 hours to do something else. So the effort is not the right measure to see 100%. Commitment and the results being produced also should be taken into account. Having said that, I think people will put in 100% in any activity that they enjoy. If I am not enjoying some work then anyway there is no point. I hope I will not have time to evaluate how much someone is putting in e.t.c, may be actually that doesn't matter to me.

*Q5: How much willing I am to let go of extremely lucrative opportunities in terms of package, position and profile that are bound to come to me during the pursuit of building the organization.*

Answer: Freedom to do what I am doing along with like-minded people is what I seek. It will be available in an organization that I build from scratch I think. I don't think lucrateness of any offer will matter it will be a dedicated focus on building the organization that I want to build.

After answer these **5 Questions** we need to ask what should we have to start a new venture or pursue a new idea?

### **7Ps of starting something new**

What one should have, if one really wants to pursue an idea? If you want to start something new - you should have **7 P's**

**1. Passion** Long term sustainability will require passion - Passion creates a momentum in you that overcomes all possible naysayers and inertias of why something will not work.

**2. Patience** Take it that there will be delays, difficulties and outright demeaning people - with smiles that means mockery - however please also remember - each such smile - also hides a fear - fear of "if you succeed..." then those smiles have to become awe ... To override all these smiles - build patience in your system

**3. Perseverance** King Bruce and the spider – the story will start making complete sense to you - there is no other method than learning from spider - on rebuilding your net - again and again even if you keep on failing.

**4. Planning** is actually an essential activity. The innovators understand it, pure idea guys do not. I suggest a minimum level of planning is essential - key list of activities and follow up on them over a period of time - makes sense

**5. Pride** is something that I learnt recently. I somehow never thought about pride in doing what you are starting - actually Pride in doing the change is so important that it can actually lead you to build on other Ps.

Originally I had 5Ps later I added two more Ps - **Purpose and Planet**

**6. Purpose** is the main starting point. It has to come from within, the purpose of what you want to create.

**7. Planet** is the key to defining your purpose. If the purpose is not aligned with the planet Earth - the Nature - it will not lead to a sustainable venture.

So if you want to create change in the world that you want to see - build on 7Ps!

After 5Qs and 7Ps, now comes the actual process of doing it, I propose the 7Ds of Doing.

### **7Ds of how to do something new**

**1. DISCOVER** - Your business, your market, your social network, your customers or even yourself. This springs from your purpose within the constraints of the Planet in 7Ps.

**2. DEFINE** - What is your business and what is the key message of your business and for whom? What key problem of the world you will be solving?

**3. DESCRIBE** - Elaborate what you defined by describing in detail the customer value that your business is creating or will be creating.

**4. DESIGN** – This is the most crucial part of the process. Design need to balance multiple extremes – making your business system such that these extremes merge. Just to elaborate let us look at Toyota’s design philosophy of merging opposite extremes. They call it the J-factor - balancing extremes and working on AND as an operating word. The Toyota (The Toyota Motors) Design Philosophy is one of merging two extremes by producing Vibrant-Clarity, Seamless-Anticipation, Intriguing-Elegance, Incisive-Simplicity, Leading-Edge Finesse, Perfect-Imbalance, Freeform-Geometrics and Integrated Component Architecture.

**5. DEVELOP** – Once you have designed your business you need to develop it. Develop the messages/communications for all possible channels - print, TV, online, Email, social networks, micro blog, blog of your company, SMS, and online videos and all possible channels. Also the business model needs to be developed – by experimenting in real markets.

**6. DEPLOY** - Start deploying with an initial design in mind for creating Tipping Point by finding Mavens/salesmen/connectors in the networks of your choice, but before **that make your product/service sticky**. If you follow Duncan Watts of Small world fame, may be just start by telling the crowd.

**7. DEDUCE** - whatever is happening you need to find out how it’s happening. Develop and carry out a measurement metric for **Word of Mouth Marketing (WOMM)** – potentially a combo of Net Promoter Score and Tipping Point framework can be used as a starting point.

Use 5Q7P7D Model of starting on your idea! ~ Believe me it is doable – as I am doing it.



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