

Intentionality, Intuition and Entrepreneurship

*Before his untimely death **Michael Hodson** was working on a book called Designing Enterprise. With his wife Sheila's kind permission we are publishing a shortened version of chapter 2. Michael had a passionate interest in design thinking, and this piece reflects his concern that businesspeople (especially entrepreneurs) should shape their actions less by intuitions and more by intentions, carefully thought out under God.*

There is a Strange Paradox

In our time and culture we live with a profound and strange paradox. We live in an instant culture that values speed and demands things quickly and sometimes instantly. We become annoyed if we have to wait twenty seconds for our laptop to start up. We expect service promptly when we pay at a checkout desk. We behave

automatically; often we buy impulsively. And we object when we can't do so. The Nike slogan catches this well: "Just do it"¹. "Don't even think about it" might be another good slogan for our time.

Yet the credit cards, computer systems, technical machinery, business processes and service

models that enable us to be quick require research and development; they take time and thought. Moreover they are based on previous knowledge that has been acquired through much thought over many centuries. They are based on intentional thought.

Many successful companies understand this. I was visiting an auto assembly plant in the UK. The UK government



Shia LeBeouf - Nike Advert - Just Do It

Photo: Nike