

8 AUSTRIAN ACTIONS FOR 2020

A checklist of 8 actions you can take this year to "Austrianize" your business.

1. Conduct an Empathic Diagnosis.
2. Construct a Means-End Chain to generate insights about hidden customer motivations.
3. Build a strong brand with our Brand Uniqueness Blueprint.
4. Complete a Resource Uniqueness Inventory.
5. Imagine a Future Value Experience that your resources can deliver.
6. Initiate an innovation project to deliver on the imagined value experience.
7. Conduct a Time Inventory then cut it.
8. Identify the next innovation that makes life easier for the customer.

Whatever Your Business, Let Austrian Economics Be Your Guide.

Economics For Entrepreneurs is a project of the Mises Institute, to demonstrate how the application of economic principles helps entrepreneurs succeed.

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