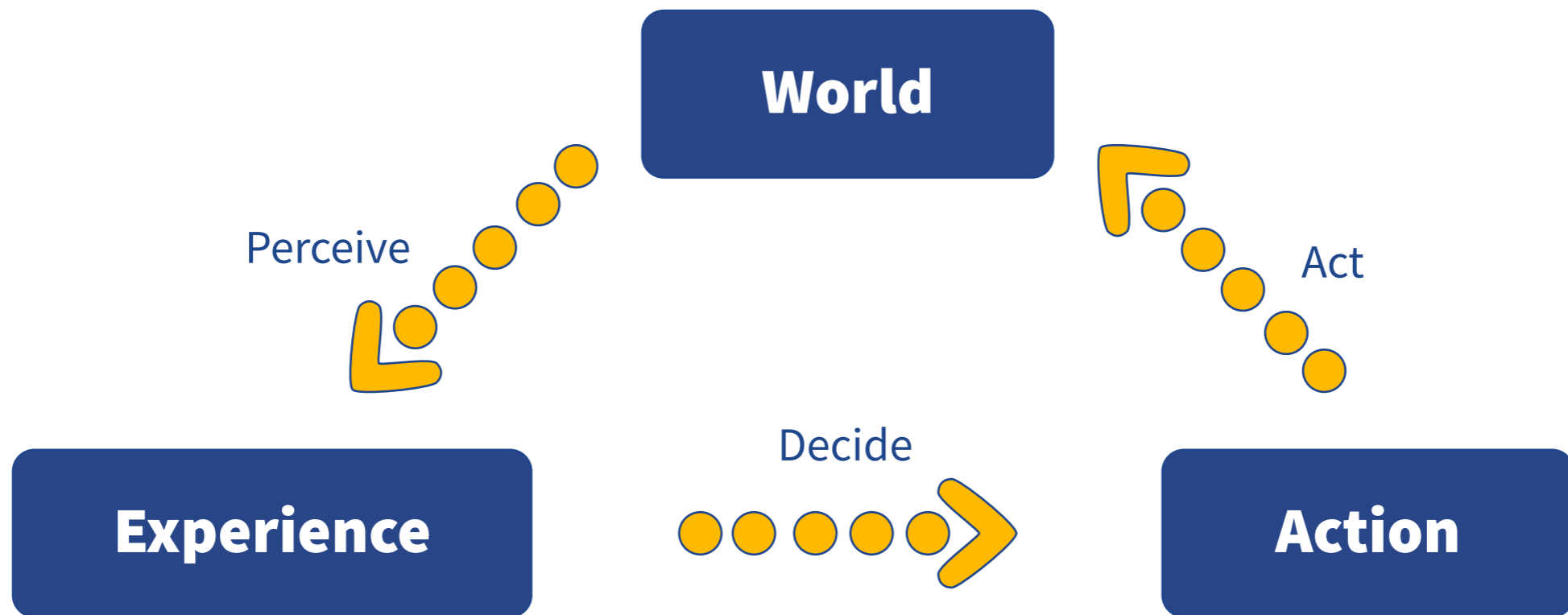


THE ENTREPRENEUR'S PDA CYCLE

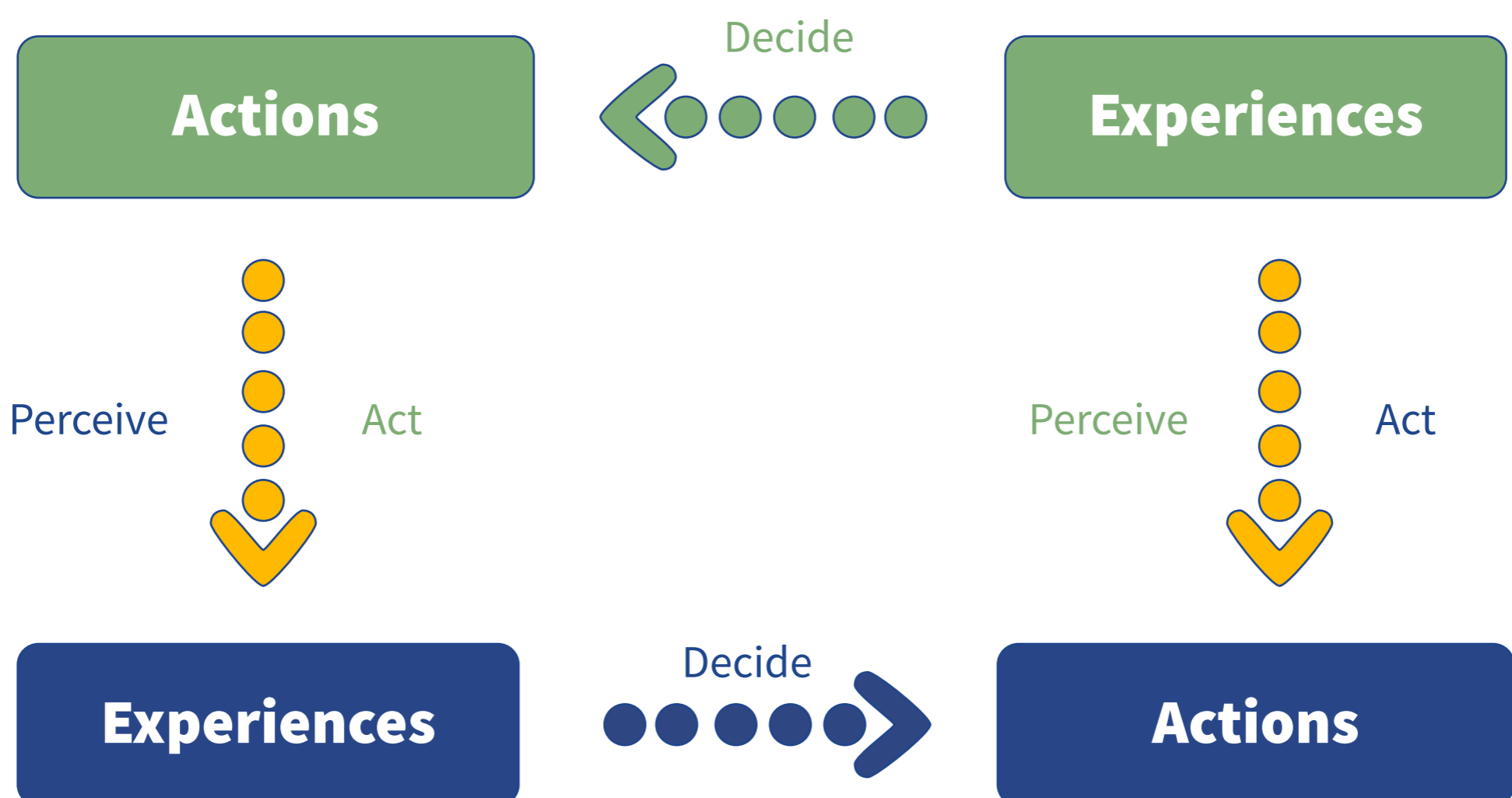
Perceive - Decide - Act

The Entrepreneur & The World



- ✓ Interacting with the world, entrepreneur develops unique perceptions.
- ✓ Entrepreneur makes subjective decision on how to act.
- ✓ Acting on that decision changes the world.
- ✓ The changed world changes the experience of the entrepreneur.

The Entrepreneur & The Customer



- ✓ Entrepreneur acts on the customer.
- ✓ Customer perception of entrepreneur's action determines their anticipated value experience.
- ✓ Anticipated value experience determines customer's consequent decision to act (e.g. buy / don't buy).
- ✓ Result of customer action is a completed value experience and new perception.
- ✓ Entrepreneur experiences the result of entrepreneurial action on the customer.
- ✓ Entrepreneur translates their experience into new action.
- ✓ The cycle repeats.

Adapted from *The Case Against Reality*, W.W.
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