discernment vs. judgment

“Paying attention in a particular way, on purpose, in the present moment, non-judgmentally.”

JON KABAT-ZINN
ON BEAUTIFUL OBJECTS

- an experience with an object that is interesting;
- whose form is memorable;
- and which invites further encounters.

Howard Gardner
*Truth, Goodness, and Beauty Reframed*

ON BEAUTIFUL IDEAS

Three classical characteristics of an idea that contribute to its aesthetic appreciation:

- simplicity
- fertility
- surprise

James G. March & Charles Lave
*An Introduction to Models in the Social Sciences*
“Have nothing in your house that you do not know to be useful, or believe to be beautiful.”

WILLIAM MORRIS
THE QUESTIONS

- What if the enterprise, itself, was an expressive, creative endeavor?
- What does a “beautiful business” look like, act like, feel like? And how would I create or foster one?
- What are the tools, and what is the canvas, of this particular form of expression?

THE GUESSES

- TOOLS
  - Aesthetic awareness & agency
    (language, practice, discourse, discernment)
  - Entrepreneurial awareness & agency
    (conventions, functions, models, mechanisms)
- CANVAS
  - Art Worlds
    (people, practices, methods, resources, norms)

OUR APPROACH

“Paying attention in a particular way, on purpose, in the present moment, non-judgmentally.”

JON KABAT-ZINN