

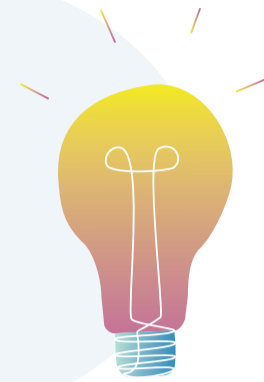
GLOSSARY

INSIGHT

An insight is a deeper truth that's surprisingly obvious in hindsight.

A realisation that gives you an aha.

It is that new, worldview altering meaning that emerges when unusual dots connect unexpectedly.



MENTAL MODEL



Mental Models are algorithms of the mind. They are deep rooted thinking constructs that govern the way we make meaning and make choices. For example, Grameen Bank challenged the mental model that collaterals are only physical assets. The shift from physical collateral to social collateral led to the idea of micro credit.

CULTURAL IMMERSION

An autoethnographic methodology, that involves immersion into the cultural system being studied. It uses a researcher's personal experience to make sense of and critique cultural beliefs, practices, and experiences.

A group visits representative cultural contexts, observes and engages with relevant entities to get micro and macro view of the live system. This leads to generation of insights and identification current mental models.



DEEP DIALOGUE

Usual discussions are exchange of views. They are good enough to generate data and maybe information, but aren't deep enough to generate insights. Deep dialogues which are part of the cultural immersion process, are deeper discussions that go beyond what people are saying to what people are thinking and feeling. They uncover unarticulated assumptions and deeper beliefs, thereby leading to deeper insights.

