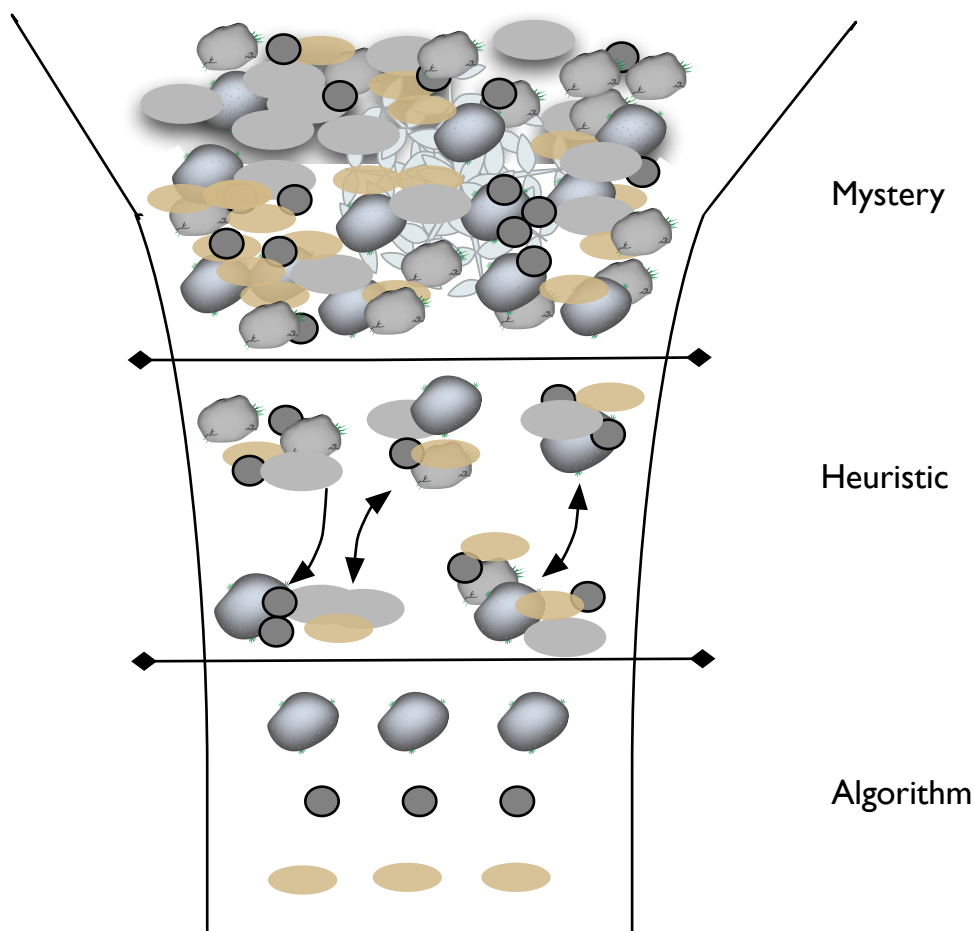


## Knowledge Funnel - how knowledge develops

Detailed knowledge about a topic does not spring from nothing - it grows and develops as experience is gained and built upon. The graphic below illustrates the stages that knowledge goes through - from mystery, to heuristic before developing into an algorithm that can be used reliably and routinely, trained etc. Especially in the area of Valuing social assets, our current level of knowledge development is early - as Robert McGarvey identified in his video there are a number of areas we require more knowledge development before we can value social assets. These included understanding more about how social assets are formed, what are the factors that inhibit their growth, foster their growth.



Modeled after Figure I-1, Martin, Roger. *The Design of Business: Why Design Thinking is the Next Competitive Advantage*. (2009) Harvard Business Press, Boston, Massachusetts