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# Examples of Da Vinci and Business

The seven Da Vincian principles are what helped to describe Da Vinci's approach to innovation and life. They are also applicable in the business setting. These principles include:

1. Curiosita: An unquenchable attitude to life and an unremitting pursuit of continuous learning. In any case, most successful individuals are usually principled learners. The most successful investors are relentless in their inquiring about the company's competitive position, balance sheet, culture, valuation, and management.
2. Dimonstrazione: A dedication to practice knowledge through experience, tenacity, and an alacrity to learn from past errors. This scientific approach is utilized in daily life. This principle also implies borrowing from independent thinking. What can explain asset bubbles and market crashes? They could be described by the fact that most investors tend to imitate others instead of embracing independent thinking.
3. Sensazione: Constant improvement of the senses as the channels for reviving experience. To be creative, people must realize the things that are happening around them. The most important business theme that this principle relates to is active listening (Brown). Most of the time, businesspersons only listen passively and, consequently, ignore significant information that could be a stimulation for a new concept. Again, this is the refining of senses. Stakeholders require having more focus. It is necessarily vital to listen judiciously and realize the things that are happening in the business environment.

4. Sfumato: The actual meaning of this word is to go up in smoke. It implies our preparedness for welcoming obscurity, inconsistency, and improbability. It is all about handling change and uncertainty. The capacity to sustain tranquillity in the face of ambiguity is the most significant trait of a successful investor. When voracity rules, prices are high and when distress governs, things go on sale. Nonetheless, to determine the actual things happening, investors should remain concentrated and devoid of danger and voracity.
5. Arte/Scienza: This means finding a balance between ingenuity and rationality. In the end, imagination devoid of rationality is wishful thinking, and rationality without ingenuity is unexciting. This also implies balancing between science and art. Most stockholders do not utilize the full capacity of their thinking. Rational investors consider the numbers and analyze everything through graphs and charts, creative investors commit to their gut feeling but are not meticulous quantitatively. Investors that apply ingenuity and rationality scrutinize data expansively and, afterward, confer with their intuition.
6. Corporalita: This pertains to sustaining the proper functioning of the business entity. One of the chief notions of Da Vinci's method is maintaining the health of the whole body to keep its thinking firmly. Vigorous minds lead to more imaginative and inventive solutions. Psycho-physical health provides investors with the opportunity of tackling the stress associated with risk.
7. Connessione: This is the appreciation of the interrelation of everything and phenomena. It is not about devising new ideas but realizing the associations between different things. Da Vinci was able to create links that others could not fathom. This kind of thinking is particularly essential in the investment sector.

## A Brief Overview of Da Vinci's Life and Influences

Leonardo da Vinci was born on the 15th of April 1452 in Vinci, Italy (A&E Television Networks). A proprietor of an inquisitive mind and profound intelligence, Da Vinci investigated the laws of nature and science, which substantially enlightened his work as a draftsman, inventor, painter, architect, military engineer, and sculptor. Da Vinci's ideas and oeuvre, which consist of "Mona Lisa," the "Virgin of the Rocks," and "The Last Supper", have impacted many artists and led to Da Vinci being the prominent core of the Italian Renaissance.

*Influence*

Da Vinci had a profound influence on young artists from Florence and Milan. These young artists included Andrea del Sarto and Filippino Lippi who had the capacity to grasp and communicate his work instead of merely imitating the irrelevant features of his style.

More significantly, Da Vinci impacted the two greatest young artists ever to meet him. Raphael visited Florence when he was 21 and briefly publicized Da Vinci's influence in his portraits and Madonnas. Moreover, around 1503, Michelangelo shifted from a sculptor of purely high magnitude to one whose work is full of energy (A&E Television Networks). Since this period, Da Vinci indirectly and directly influenced many artists. Still, most of his scientific observations remained untested till the same queries were again studied in later years.

*Companies' Application of Da Vinci's Principles*

Apple

Apple is an exception example of a global firm that is strongly committed to applying the principles of Da Vinci in every part of its business. This has led to increased revenues for the enterprise and a continued improvement of status in the tech industry

**Curiosita**

Steve Job's vision contributed to a period of technical innovations and development stimulated by a culture of motivation and curiosity to unearth the next invention (Chowdhry). The inquisitiveness displayed by the company is evident in their latest automotive project that intends to create self-driving cars. Even though it took some years to realize it, there is conjecture that the company could have a significant effect on the automotive sector.

**Dimonstrazione**

China decided to ban Apple from providing iBooks Store and iTunes Movies services in the country. The total revenues from this region accounted for a quarter of the company's sales (Pei). However, Apple was able to learn from experience and accepted that it was blocked from the Chinese market. The firm devised a new strategy that included building good relations with China and proving its commercial value to Beijing.

**Sensazione**

Apple also vigorously applies its focus on the needs and complaints of its customers. Maps app users in Europe were unable to locate bicycle rental hubs and charge their electric cars (Lanxon). The firm listened to its clients' needs and decided to add the locations of U.K.'s electric car charging points by including data that index charging stations for vehicles made by Nissan and Tesla.

**Sfumato**

The company did well to handle the ambiguity that came with the passing of Steve Jobs. At the top of its achievement and with no product launches, Apple was able to conduct its activities properly without the founder (Waters and Nuttallin). The critical condition of Steve Jobs raised concerns over the stock price and long-term business prospects. Nevertheless, the

company moved on and started to act swiftly to settle the uncertainty by making the move of finding a replacement.

**Arte/Scienza**

The company utilizes a combination of logic and ingenuity in the products that it makes. Apple sold premium devices like the iPad Mini at lower prices to those that would prefer buying cheaper Microsoft alternatives (Lovejoy). The firm wants to design the best products while prioritizing on the user experience in the effort to attract new clients into the Apple ecosystem.

**Corporalità**

Steve Jobs knew that the only way he was going to have a healthy company is if the hardware and software elements are combined. Apple's system thinking is comprised of the integration of services, products, content, developers, communications, and distribution creating a properly functioning ecosystem (Dubberly). Furthermore, the firm's systems approach is utilized in its retail stores, supply chains, and online presence.

**Connessione**

Apple is an intersected web of products and services, resulting in a productive ecosystem that keeps the customer hooked to Apple devices (Ottinger). Every new launch of iTunes, iPod, Mac, iPhone, or iPad enhances Apple's poise.

Walmart

As a multinational retailing company, Walmart has realized the benefits of embracing the seven Da Vincian principles in its operations.

**Curiosita**

The founder of Walmart, Sam Walton, utilized curiosity with great success. Each Saturday, Sam would convene morning consultations with his chief managers asking them about

their observations regarding the firm's rivals (Niehbur). He desired to understand each detail about the competition so that he could extract unique perspectives.

**Dimonstrazione**

There are various lessons that Walmart has learned from its experiences in South Korea, Japan, and Germany. Indeed, the firm faced many challenges in South Korea, Japan, and Germany. It lacked a comprehension of the demands of local markets and attempted to use the same business approach it employed in the United States (Johnsen). Local rivals in Germany were able to compete easily with Walmart's pricing since the country was the most price-sensitive region in Europe and the citizens were already adapted to the reduced prices from domestic retailers. Therefore, when Walmart approached Japan, it had to modify its business model to align with the demands of the Japanese retail market because of its experience in Germany. Additionally, the enterprise restored its stores and developed improved client awareness on its products.

**Sensazione**

Walmart is attentive to trends as demonstrated by recent times when it realized that consumers place high importance on convenience and choice (Peevy). These two factors are the reasons why most consumers prefer online shopping. As a result, Walmart started to emphasize on widening their client's options and unveiling the means to do it.

**Sfumato**

Walmart is capable of handling any uncertainty in its way. The firm utilizes store visits to collect vital information, which is fused with other data and subjected to thorough assessment providing significant experiences for implementation and borrowing. This way, the complex dilemma that constitutes a business model can be reorganized and causal ambiguity interpreted.

**Arte/Scienza**

Indeed, Walmart applies a certain ratio of creativity and logic in selling its products. To guarantee that its client gets the best prices on commodities, the firm launched an initiative called Savings Catcher that uses its data analytics abilities to match competitor's ads spontaneously (Johnsen). This program also reinforced the consumers' confidence that they are getting the lowest marketed price on products.

**Corporalità**

Walmart has been able to employ a system thinking approach to its operations. Walmart's emphasis on efficacy across all institutional roles wins a purchasing alternative in the retail market that attracts customers that are concerned with achieving price-point savings among an extensive offering of products and services (Johnsen). The firm's position in the retail industry provides it with the chance to influence and guide consumer demand and to coordinate the processes and practices in the market.

**Connessione**

Indeed, the company demonstrates the application of interconnected thinking. Walmart, the biggest retail chain in the United States, decided to make plans to use its extensive physical presence in the country in the form of an e-commerce network. This came as a result of the firm's realization of the potential of connecting their stores with an online presence. Due to its ship-from-store service, the enterprise utilizes the records of its nearest store to satisfy online orders (Trefis Team). Moreover, Walmart clients can order online from a wide selection of products and pay with cash at its stores through its pay-with-cash feature.

This offers the consumers that do not possess a debit or credit card the opportunity to purchase online, thereby increasing online traffic. The firm's pay-with-cash service has gained

considerable approval among its customers and can explain its relatively small, but developing segment of the retailer's online sales (Trefis Team). Furthermore, the features improve the overall basket size as clients that go to stores to collect their online orders usually end up purchasing more. In the future, it is hoped that the business will be able to develop more approaches that will result in growing its omni-channel platform (Trefis Team). Even though the company is a relatively new entrant in the online sector, its large size and coverage place it in a better position to offer better online services than its competitors do. Walmart can easily use its strong presence in the country to design an efficient supply chain for online orders.

## Microsoft

There are various means and instances Microsoft has applied the principle of Da Vinci. This has really paid off for the enterprise in multiple ways resulting in enhanced activities and better decision making.

**Curiosita**

Microsoft is revered for its rigorous pursuit of curiosity, and this is the underlying motivation for the innovations that the firm undertakes. The company invests a total of $12 billion annually towards research and development, and more than 85% of it is conducted in the United States (Jagler).

**Dimonstrazione**

The company also applies the lessons that it learns from different experiences to help in improving its business. There were many complaints from Windows 8 users that the OS (operating system) lagged and consumed much of the computer's RAM (random access memory). Since the company has had incidents where customer reviews have had an adverse

impact on their status, it decided to roll out Windows 10. This version had many attractive features and reawakened the company's glory among its clients.

**Sensazione**

Microsoft has also been keen to appreciate the essentiality of having Windows 10 running across all of its devices. This has made companies, developers, and consumers want to purchase and use Windows products due to the unified platform (Bhamburkar). This has helped the firm to have traction in organizations, where Apple's Mac computers perform exceptionally.

**Sfumato**

When Microsoft realized that open networks would succeed, it redeployed the MSN (Microsoft Network) concept around the internet (Courtney). This change demonstrated that the company was able to uphold strategic flexibility under ambiguity. Shaping approaches cold be unsuccessful, so the enterprise enhanced their shaping bets with alternatives that allow them to shift approaches rapidly.

**Arte/Scienza**

Microsoft has also exhibited its ability to mix rationality and innovation in its decisions. On the 3rd of September 2013, the company decided to acquire Nokia's operations for $7.2 billion (Ando). This move lead to new devices that had a combination of Microsoft's Windows features and Symbian aspects. Moreover, this announcement was an ingenious way of increasing the firm's purchase power.

**Corporalità**

Microsoft's acquisition of LinkedIn using $26 billion was a strategic approach. This allowed the enterprise to develop its objective of creating software application suited for business and professional communities (Mullins). This was demonstrated the company's ability

to apply systems thinking in that the decision increased the company's consumer base and capacities with its business services and software division (its business set ecosystem)

**Connessione**

The company demonstrated interconnected thinking in its integration of operating systems across such devices: Nintendo, Sony, and Microsoft. This enables synchronized detection of issues that are present and consequent rectification.

## Conclusion

All in all, Da Vinci's principles are an embodiment of beneficial decision-making in the pursuit of business success. His seven principles reverberate with the actions that are taken by most global corporations. Organizations that appreciate the applicability of these dogmas to not only personal but institutional thinking realize the benefits that result from utilizing them.

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