The Berkeley Method emphasizes mindset & behaviors based on fundamental testing methods of social psychology. The following factors are components of the innovation mindset: Trust (ability to trust others), Resilience (ability to overcome failure), Diversity (ability to overcome social barriers), Mental Strength (Your confidence and belief you can succeed), Collaboration (ability to work with everyone including competitors when needed), Resource Awareness (ability to balance your resources across multiple objectives), Innovation Zone (ability to work in areas of uncertainty).