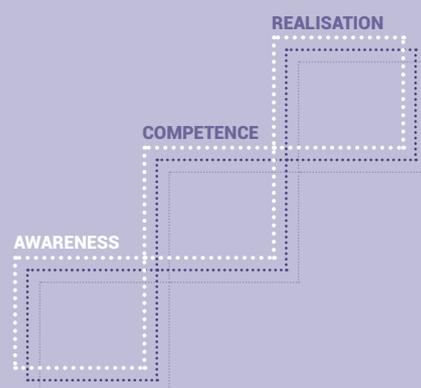


# AWARENESS EFFECTUATION

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## DESCRIPTION

Effectuation is an approach to making decisions and performing actions in entrepreneurship processes, which involves identifying the next, best step by assessing the resources available in order to achieve goals, while continuously balancing these goals with resources, and actions.

The effectuation workshop is intended to introduce researchers to an entrepreneurial mindset. The tool is the five principles of effectuation. Each of these principles help researchers understand how to implement effectual thinking into their work, by helping them realise their means and opportunities.

The purpose is to give researchers insight in how to leverage their knowledge to create value in society and industry.

The workshop is divided between exercises, presentation, and reflection. Tools are simple canvasses/forms to fill in and reflect around.

If you want to know more about how we have worked with this tool, contact:  
Oslo Tech & Oslo University: Petter Niklasson Hagen · petter@forskningsparken.no  
Aalborg University: Ulla Egidiussen Egekvist · uege@adm.aau.dk  
Aarhus University: Anne Sofie Dahlmann Breindahl · asb@au.dk  
Lund University: Fredrik Edman · fredrik.edman@innovation.lu.se 

or contact the Tech Transfer office at your university, if you want to know more in general about entrepreneurship and commercialisation.

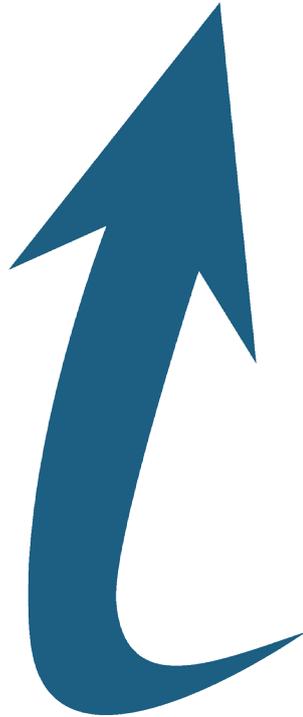
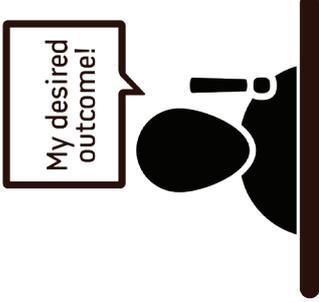
Acknowledgements: Thomas Blekman/Saras Sarasvathy

TOOL: EXERCISE SHEETS

1:3

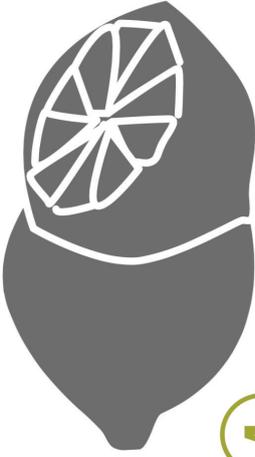


EXPAND THE HORIZON BEYOND YOUR PhD



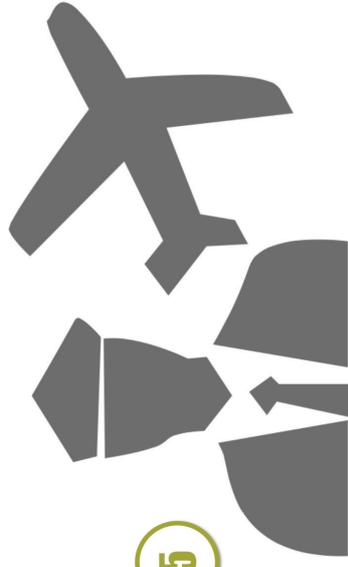
Lined writing area for notes, consisting of two columns of horizontal lines.

2:3



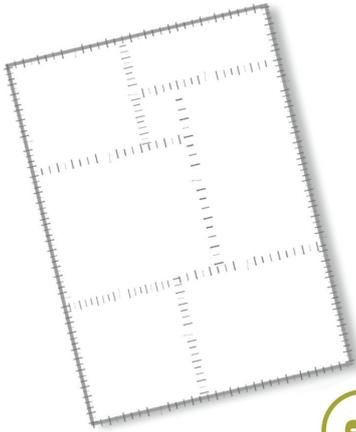
4

**Lemonade**



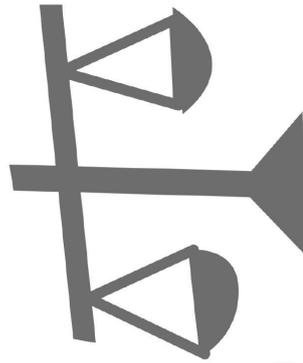
5

**Pilot in the Plane**



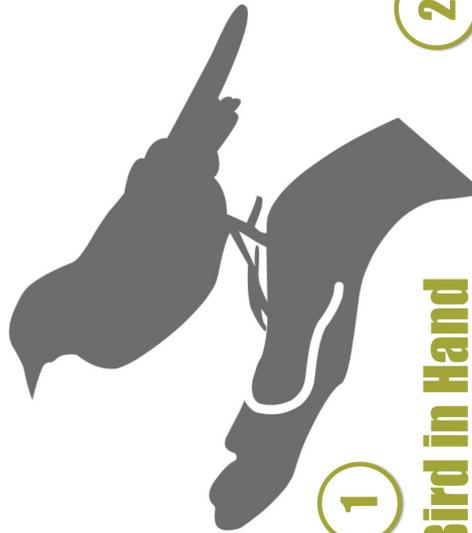
3

**Crazy Quilt**



2

**Affordable Loss**



1

**Bird in Hand**



## HOW TO PLAN A WORKSHOP

### BEFORE THE WORKSHOP

Before the workshop, we send out online animation effectuation videos, see

<https://bit.ly/2zSEYfq>

<https://bit.ly/2zSEYfq>

<https://bit.ly/2GaTTHv>

### DURING THE WORKSHOP: DESIGN, ELEMENTS AND TIMING

During exercises, we form groups of 3-4 participants for "live" discussion during work with the exercise. Facilitator circulates between groups for guiding and coaching.

THE WORKSHOP:			
Time	Theme	How to teach	Materials
45 min	Introduction exercise	The focus of the intro exercise is to help the researchers become aware of their objective and means of taking a PhD. What is the underlying reason for gaining knowledge, what do you want to achieve? What is the desired outcome of the PhD?	Exercise sheet 1 Intro question
90 min	Introduction to "Five principles of Effectuation"	In line with Sara Saraswaty's thinking, we introduce and train five principles: <b>Bird in hand:</b> <a href="https://bit.ly/2Enzi12">https://bit.ly/2Enzi12</a> <b>Affordable loss:</b> <a href="https://bit.ly/2L6hN5F">https://bit.ly/2L6hN5F</a> <b>Lemonade:</b> <a href="https://bit.ly/2EmLyib">https://bit.ly/2EmLyib</a> <b>Crazy Quilt:</b> <a href="https://bit.ly/2B4SnAX">https://bit.ly/2B4SnAX</a> <b>Pilot in the Plane:</b> <a href="https://bit.ly/2GaTTHv">https://bit.ly/2GaTTHv</a>	Exercise sheet 2 Effectuation principles Use links as backdrop and introduce each principle with participant exercise.
120 min	Effectuation roadmap	Based on the five principles, participants should be able to fill in opportunities in their project. Fill in at least six opportunities. Session ends with a joint presentation in class from each participant.	Exercise sheet 3 Effectuation roadmap
30 min	Reflection	Instant feedback forum! All participants give a quick reflection on workshop work and content, how they plan to use effectuation in the future, and key take-aways from the event.	

## HOW TO PLAN A WORKSHOP



### AFTER THE WORKSHOP/FOLLOW UP

No specific action or follow-up is taken by default. A possible event as follow-up can be with reports from participants on new achievements and experiences from effectuation, or it can be a follow-up by email with some further tip from facilitator.