EFFECTUATION GRID: Decision Making and Innovating Under UNCERTAINTY

PURPOSEVision, Wish, Meaning, Yearning, Financial Improvement, external pressure.

UNCERTAINTY-PROFILING

Future shapeable?

Goals negotiable?

Information fuzzy?

Complexity hardly manageable?

Change disruptive?

MEANS/ RESSOURCES

Who I am?

What I know?

Whom I know?

Uncertainty

AFFORDABLE LOSS

How many material means do I have?

What am I prepared to loose?

What will I invest in the next step?

PARTNERSHIPS

Who wants already support my idea?

NEXT STEPS

What will I do next?

Who are possible future partners?

What are the commitments I want to achieve?

How would this change my means?

How could this change my goals?

CREATIVE SPACE

"LEVERAGE SURPRISE!"



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Effectuation

Experts 2014

What does this mean for my team and their competing values?

How can adapt my goals to my affordable loss? What does this mean for my business modell?

How can I exploit my network?
Whom do I want to get to know?
In which places?

Pretotyping: How can I fail early with my business model? How do I become more agile?

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