

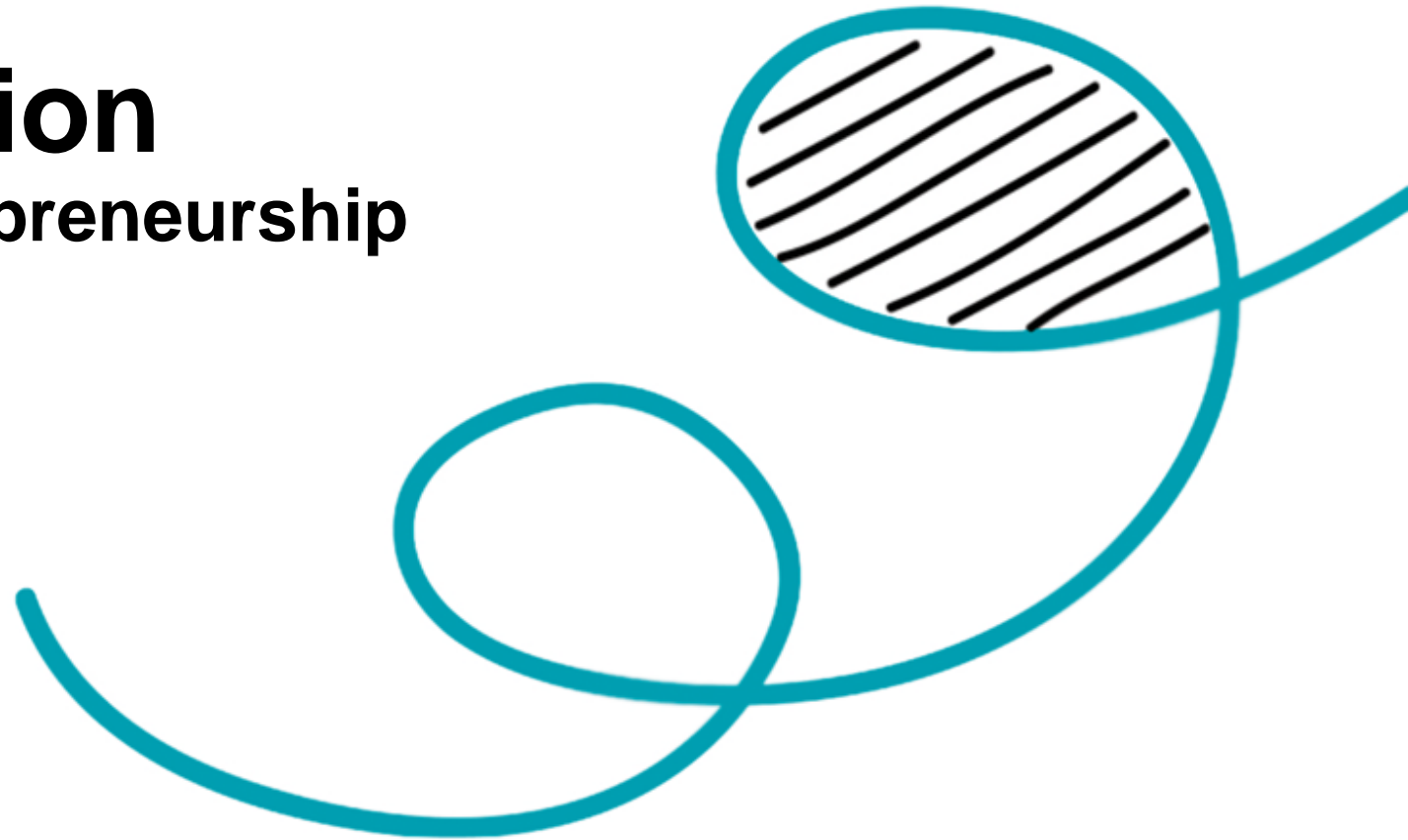


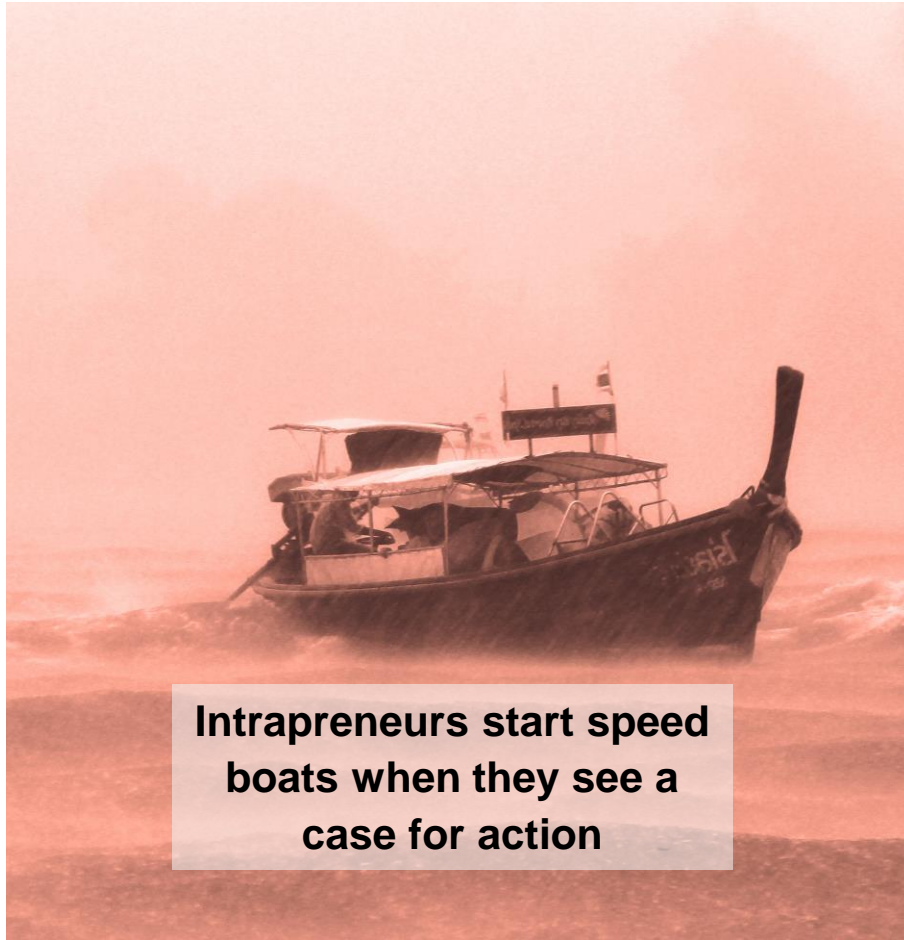
Integrated
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Your Partner in Change.

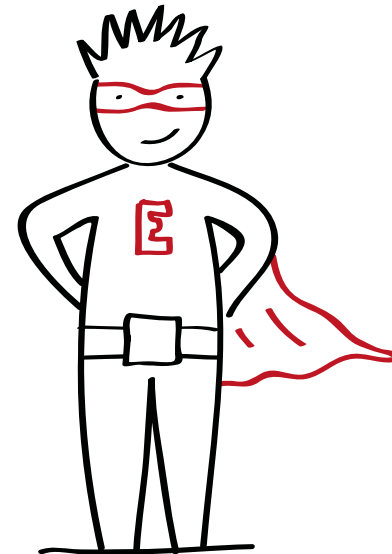
Effectuation

boosting intrapreneurship





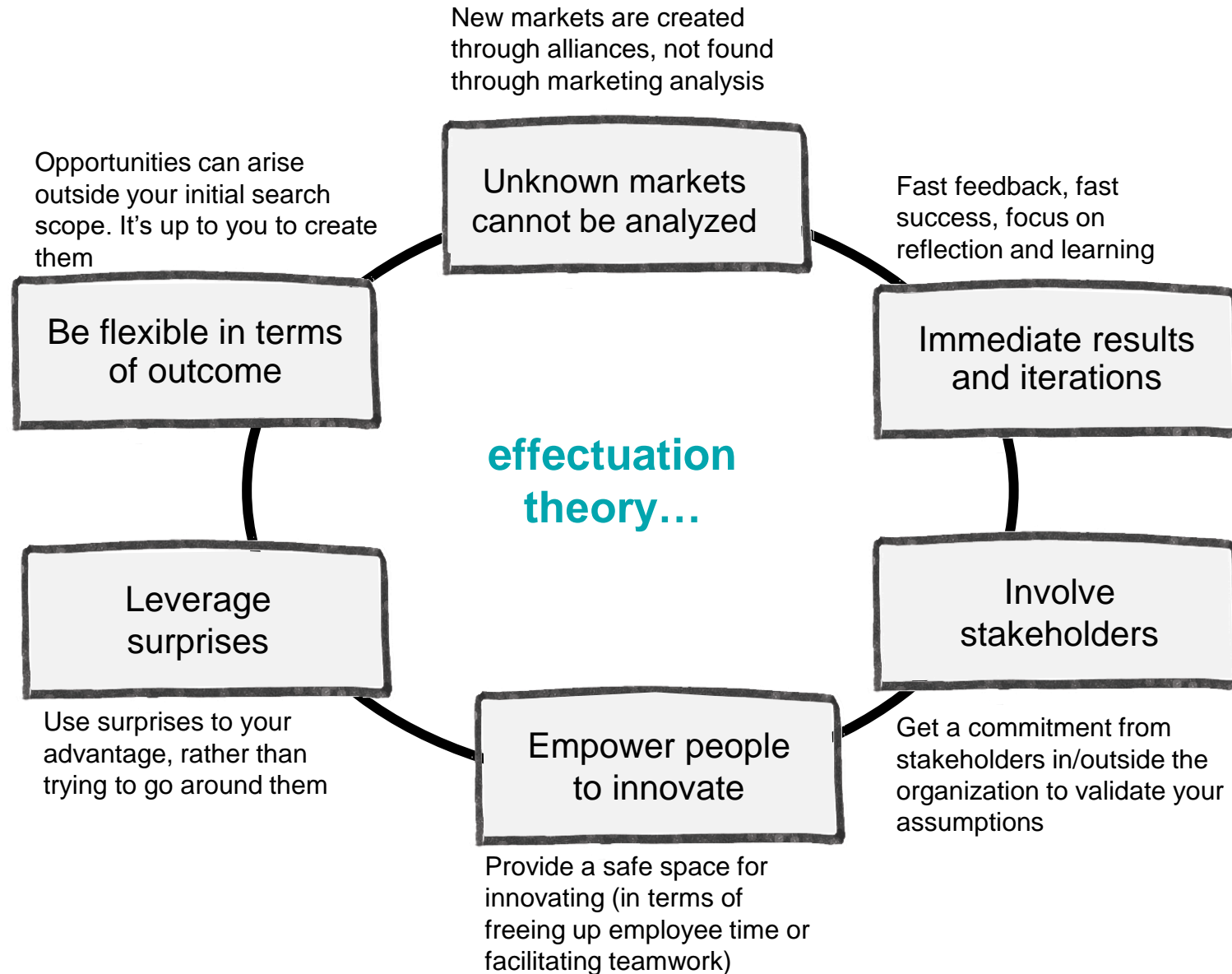
**Intrapreneurs =
Entrepreneures in the
organization**



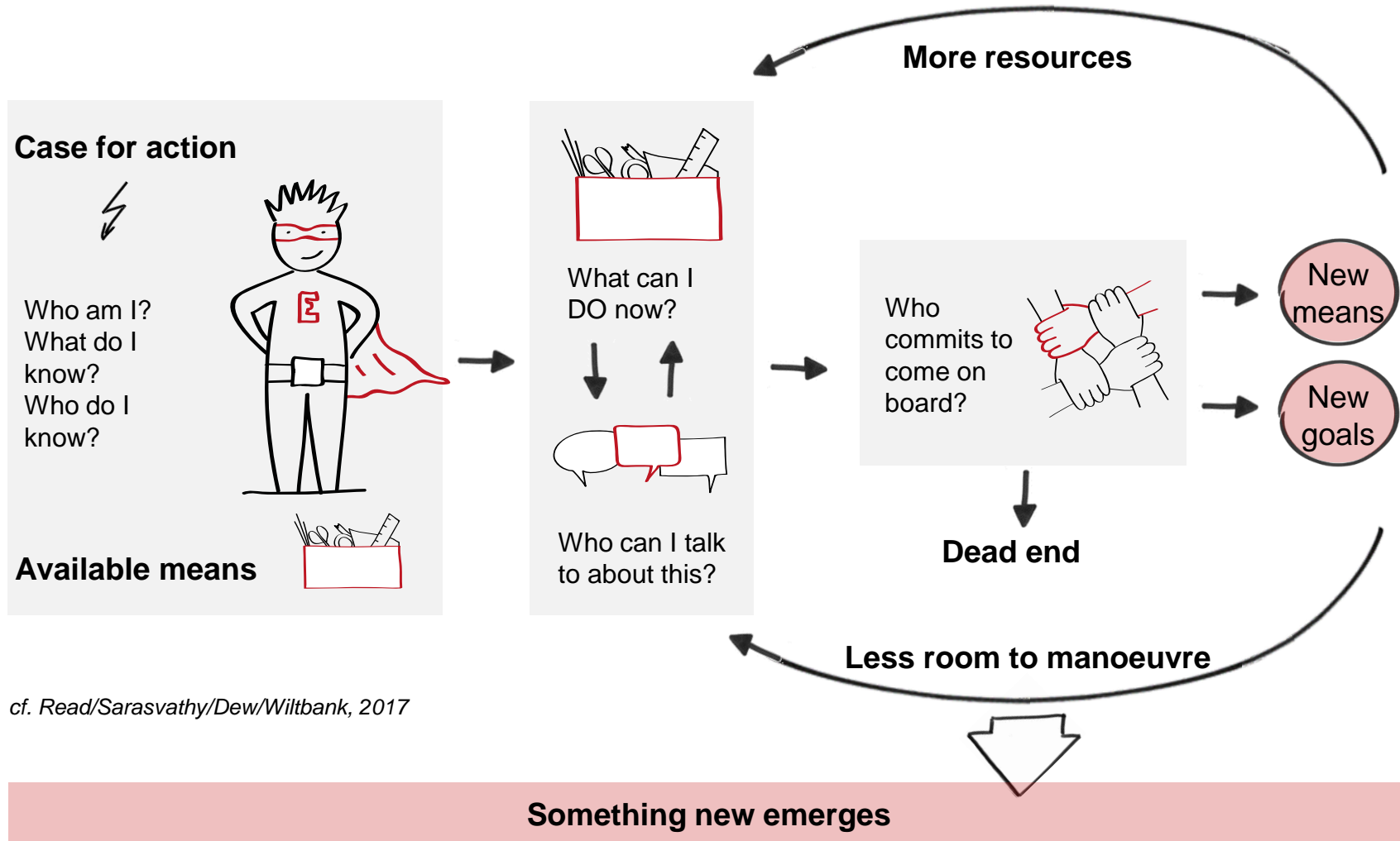


REDUCING UNCERTAINTY:
PROCESS AND PRINCIPLES OF EFFECTUATION

THINK LIKE A STARTUP

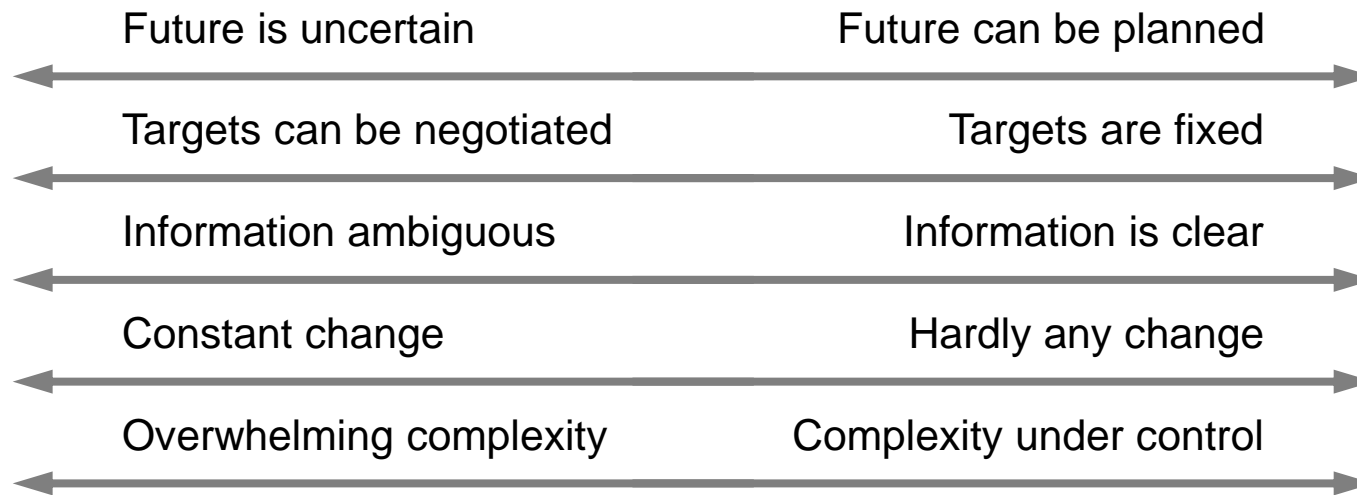


ENTREPRENEUR MINDSET: CYCLICAL EFFECTUATION PROCESS



cf. Read/Sarasvathy/Dew/Wiltbank, 2017

CAUSAL VS. EFFECTUATION PRINCIPLES

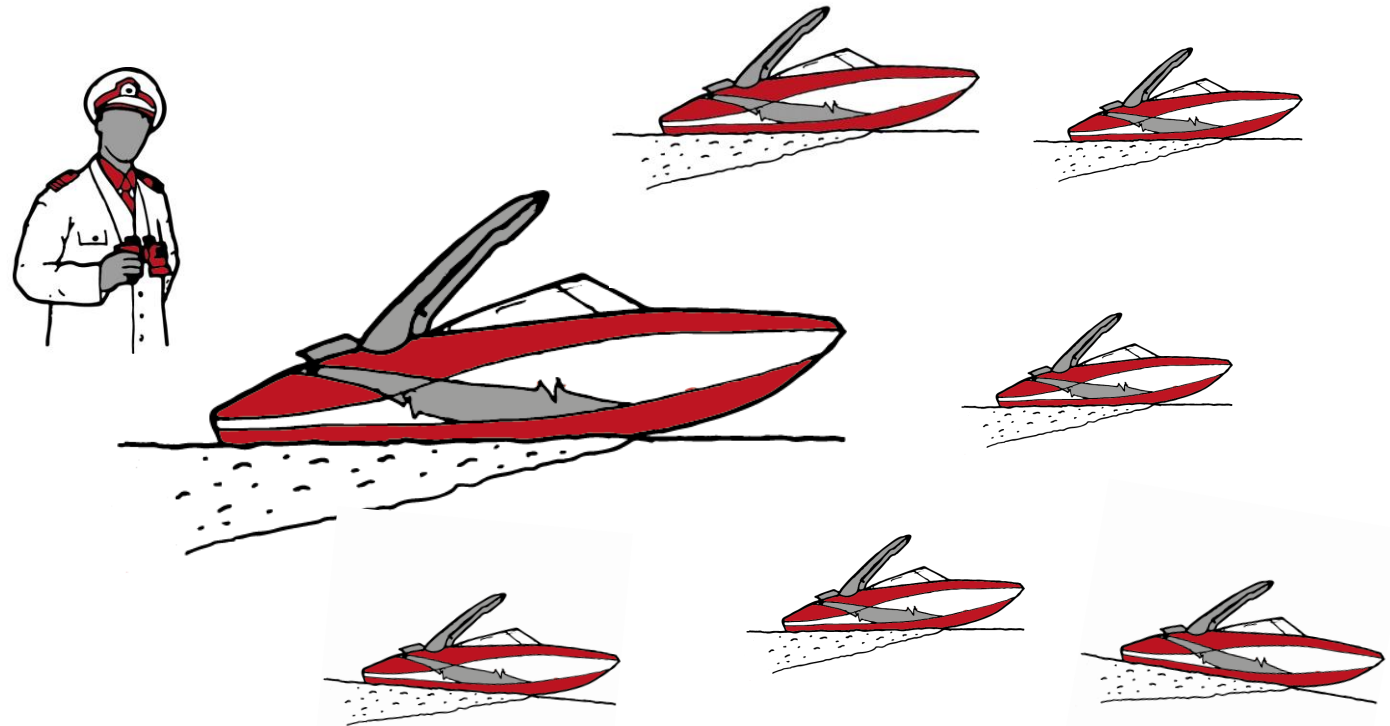


**Start-up mindset.
(Effectuation)**

**Corporate mindset.
(Management logic)**



EFFECTUATION INSIDE:
IMPLEMENTING EFFECTUATION THROUGH
THE “MARKET OF MAKERS” AND THE
“SPEEDBOAT REGATTA”



In the context of the “Market of Makers”, committed employees craft and launch entrepreneurial speedboats. During the following “Speedboat Regatta” anything goes provided it is within the limits of the guard rails.



Entrepreneurship is taking
journeys in uncertain waters:

If you want to discover
America, you need to depart
towards India!

Prof. Saras Sarasvathy



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Make an impact.

Your Partner in Innovation.

