BOB LUDDY’S EFFECTUATION PROCESS
and how to use it for your entrepreneurial business

WHAT IS EFFECTUATION?
Effectuation is a theory of entrepreneurship that starts with self-identity and self-resourcing. The “problem to be solved” emerges later in the process.

SELF-RESOURCING
Self-Identity
Who Am I?

Individual Expertise
What Do I Know / What Am I Good At?

My Network
Who Do I Know?

GOAL IDENTIFICATION
Goals
What Can I Do?

INTERCONNECTING
People
Who Can I Call On?

USING BOB LUDDY AS AN EXAMPLE
Bob was a salesperson, learned installation, learned fire suppression systems, and networked with restaurant owners.

USING BOB LUDDY AS AN EXAMPLE
Bob identified restaurant kitchen ventilation systems as an opportunity area, and set a goal to penetrate that market.

USING BOB LUDDY AS AN EXAMPLE
Bob made sales connections with restaurant owners / operators, and one client supported the early expansion of the CaptiveAire business.

NEW MEANS, NEW ENDS
- Cash Flow Positive
- Profitability
- Systems Solutions
- Geographical Expansion