

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?



USING BOB LUDDY AS AN EXAMPLE

Bob was a salesperson, learned installation, learned fire suppression systems, and networked with restaurant owners.

GOAL IDENTIFICATION

Goals

What Can I Do?



USING BOB LUDDY AS AN EXAMPLE

Bob identified restaurant kitchen ventilation systems as an opportunity area, and set a goal to penetrate that market.

INTERCONNECTING

People

Who Can I Call On?



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

