

Bird-in-Hand

»Who Am I? What Am I? Whom Do I Know?«

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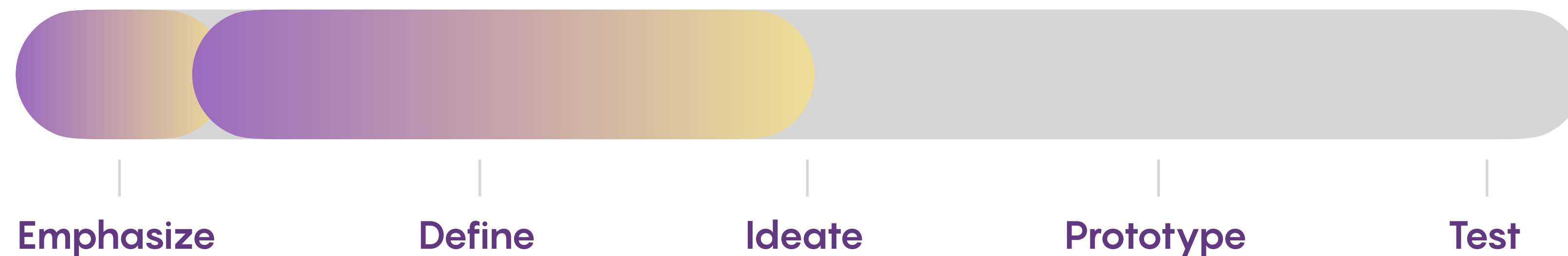


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Introduction

- used to develop ideas for new projects based on own experiences and competencies
- starts with the group members' own backgrounds and ends with learning objectives
- and potential contacts
- focuses on the resources that are currently available
- → a means-driven not a goal-driven approach
- rather used for projects with a high degree of uncertainty
- one phase from Sarasvathy's principles of Effectuation

Design Phases





Introduction

To focus on resources available at the moment, three questions have to be answered:

Who am I? → values, attributes, abilities

[e.g. caring for environment? outgoing? value beauty? leading person?]

What do I know? → professional competencies

[e.g. education, trainings, tools and projects you worked on, but also more intangible competencies like good decision maker, empathic...]

Whom do I know? → people in your network

Principles of Effectuation

- The Effectuation approach is a result of global entrepreneurship research. It was founded by Saras D. Sarasvathy, now Professor of Entrepreneurship at the University of Virginia, as part of her doctoral thesis, in which she examined the decisions of successful entrepreneurs
- approach for making decisions in entrepreneurship processes
- identify steps by using available sources in order to achieve goals
- continuously balancing goals with resources and actions

Principles of Effectuation

- Bird-in-hand: Create solutions with resources available here and now
- Lemonade principle: Mistakes and surprises are unavoidable and can be used to look for new opportunities
- Crazy Quilt: Entering into new partnerships can bring new directions
- Affordable loss: Only invest as much as you are willing to lose

Instructions

Preparation



- You need paper, pen, post it's, a wall or board (or an online tool, e.g. miro.com)
- Before the workshop, all group members should have answered these questions:
 - Who am I? What do I know? Whom do I know?

(In case of insecurities, questions like “Which project am I particularly proud of?” or methods like value mapping, competence mapping or network mapping can help to find answers to these questions.)

Instructions

Step-By-Step Instructions



1. Imagine you are a small startup with a team of 5 people (1 moderator, 1 notetaker for this workshop).
2. Your final goal is still top secret. That is because it is not about reaching a certain goal but about defining the goal through your personal skills and characteristics.
3. The group members introduce themselves to each other. Tell your colleagues who you are, what you know and who you know. Meanwhile, the listening participants make notes with the attributes, which they derive from the personal introductions of the others. (5 minutes: 1 minute for each group member)
4. After this, reflect the introductions and collect all the values, attributes, knowledge and contacts of all the group members on post it's. (5 minutes)
5. After these 10 minutes, the admin tells you the final task:
6. "Develop something that helps elderly people in their everyday life!"
7. Now you have 10 more minutes to develop an idea that builds on the skills and knowledge of your group. Do not only think about the finished product, but also about who will be responsible for which tasks. Explain the connection between the idea and the competencies of the group.
8. Present your ideas

Links



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