

Activity 1

Finding Your Flow

“If you are interested in something, you will focus on it, and if you focus attention on anything, it is likely that you will become interested in it.”

---Mihaly Csikszentmihalyi, Hungarian Psychologist

We all are passionate about something or the other; something that we love doing whenever we get the opportunity. This activity will help you identify that passion or interest of yours.

Instructions:

1. Pick four areas that interest you and in which you have frequently been involved. List them row-wise in Column A.
2. Fill up the adjacent columns against each interest area with either "yes" or "not sure" as applicable.
3. Once you have finished populating the table, identify the row which has the maximum number of "Yeses."
4. The row which has the maximum "yeses" is your area of passion, also known as your flow activity.
5. You have **50 minutes** to complete this activity.

A	B	C	D	E	F
Area of Interest	<i>You lose track of time while doing this.</i>	<i>You have the requisite talent/skills to do this.</i>	<i>You take the initiative; you do not need to be pushed to do this.</i>	<i>You grab every opportunity in this area to improve your skill levels.</i>	<i>Even if the activity is challenging, you enjoy taking up the challenge.</i>

My Interest/Passion/Flow appears to be in the area of _____.

Activity 2

Identify the Effectuation Principle Used

You have already learned about the five principles of effectuation.

In this session, you will identify the effectuation principles used by the entrepreneurs named in the table below.

Instructions:

1. Research and identify the effectuation principles used by the entrepreneurs named in the table below.
2. Record your findings in the first three rows of the table below.
3. Research and find out two more entrepreneurs who have used at least one of the five effectuation principles in their venture creation journey. Use the last two rows to record your finds.
4. You have **50 minutes** for the entire activity.

Entrepreneur	Venture/Company	Effectuation Principle Used	How did the entrepreneur use the principle?
Tom Fatjo	Browning-Ferris Industries		
Bernie Marcus and Arthur Blank	Home Depot		
Konosuke Matsushita	Panasonic		

Activity 3

Take Stock of Your Means

Effectuation is a way of thinking, which includes a set of decision-making principles that expert entrepreneurs employ in situations of uncertainty.

Part 1

Here, you will apply the first effectuation principle, **Bird-in-Hand**, to take stock of your means. You may think, "But I am not starting a business now." You are right! However, this exercise will teach you to become aware of your strengths and how to apply this principle, and then you can apply it anytime you need.

Fill up the table below to take stock of what you have on hand right now. It is like a snapshot of your strengths as they are today! You have **30 minutes** to complete this task.

Who am I? (List your values, attributes, and abilities here, e.g., honest, sincere, hard-working, go-getter, empathy, ability to get along with people)	What do I know - 1? (List your hard skills here, e.g., software programming, drawing/sketching, writing)
What do I know - 2? (List down your soft skills like decision making, negotiation, or leadership skills)	Whom do I know? (People in your network - <i>Think of people, not your immediate college environment, but also outside it.)</i>

The information that you have filled up above sums up your resources or your means.

Note: It is perfectly ok if you do not have a lot to write in these boxes at this stage. This is the beginning of the process of getting to know yourself better and becoming aware of the principle and how it is used.