

Strategic Action Planning

TAKE-UP

Transforming Academic Knowledge to develop Entrepreneurial Universities in Pakistan



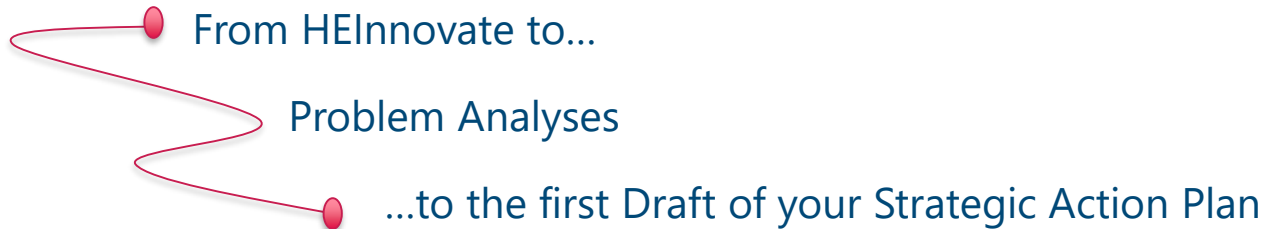
Agenda

Input



- Project progress
- Examples of entrepreneurial university activities
- Strategic Action Plan as an project management tool

Group work





A quick recap

Take-Up at a glance

Aims & Goals

The Project TAKE-UP wants to promote an entrepreneurial culture in Pakistan

- Development of strategic action plans (entrepreneurial university)
- Creation of FabLabs and embed them in the entrepreneurship strategy
- Localized entrepreneurship training (material)
- Train the trainer programs (entrepreneurial coaches)

What are the project activities?

Workpackage	Content
WP1	1.1. Kickoff 1.2. Self-Assessment and Report
WP2	2.1. SAP 2.2. Job Shadowing in Germany/Greece
WP3	3.1. FabLab Concept 3.2. FabLab Establishment and Installation
WP4	4.1. Creating Entrepreneurship teaching material 4.2. E-Learning
WP5	5.1. Task analysis Entrepreneurial coaches 5.2. Entrepreneurial Coaching Guidelines
WP6	6.1. Train the trainer for entrepreneurial coaches

Where do we stand?

Workpackage	Content	Progress
WP1	1.1. Kickoff 1.2. Self-Assessment and Report	DONE In progress
WP2	2.1. SAP 2.2. Job Shadowing in Germany/Greece	Delayed Delayed
WP3	3.1. FabLab Concept 3.2. FabLab Establishment and Installation	In progress (ETA: July 2021) Delayed (ETA: January 2022)
WP4	4.1. Creating Entrepreneurship teaching material 4.2. E-Learning	Completed (piloting and revision in progress) Completed (revision in progress)
WP5	5.1. Task analysis Entrepreneurial coaches 5.2. Entrepreneurial Coaching Guidelines	In progress (ETA July 2021) delayed
WP6	6.1. Train the trainer for entrepreneurial coaches	delayed

WP2: Strategic Action Plan

Multiple trial and error approaches for a digital implementation by our Greek partners

Limited and slow responses

Limited data to work with

Self-perception vs. external rating

→ Rethink our approach giving the ongoing pandemic situation

THAT IS WHY WE ARE HERE TODAY

Strategic Action Plan

Actions?



Responsibilities?

Resources?

Strategic Action Plan

Elements of a Strategic Action Plan

Objective

What do you want to achieve?

Output

Which specific output do you want to create?

Tasks

What do you need to accomplish your goal?

Measuring progress

How do you know that you have made progress on each action?

Resources

What resources do you need?

Responsible Person(s)

Who is responsible for carrying out each action?

Stakeholders

Who are stakeholders in/outside of your university?

Barriers/Interventions

What could be challenges?

Time frame

Start Date/Completion Date

 Preliminary: Vision & Strategy 

Strategic Action Plan

Focus area: Healthy eating							
Goal: Employees have access to healthier food options within the workplace							
Objective	Strategies	Activities	Resources & Support	Responsible employee	Time line	Measure of success	Result (how did you go?)
<ul style="list-style-type: none"> That on-site food preparation equipment is provided and accessible to all employees 	<ul style="list-style-type: none"> To determine current levels of food preparation equipment 	<ul style="list-style-type: none"> Audit of current food preparation equipment in all on-site kitchens Purchase/repair of any equipment that is missing or defective 	<ul style="list-style-type: none"> Budget for food preparation equipment purchase and repair 	{Insert employee name/s}	{Insert beginning and end date}	<ul style="list-style-type: none"> On-site food preparation equipment is available and accessible to all employees 	
<ul style="list-style-type: none"> That 50% of workplace vending machines have at least 50% green options 	<ul style="list-style-type: none"> To include green options in workplace vending machines 	<ul style="list-style-type: none"> Audit of workplace vending machines Survey employees on vending machine contents Engage vending machine operator to make changes 	<ul style="list-style-type: none"> Eat Well Tas HOVER resource 	{Insert employee name/s}	{Insert beginning and end date}	<ul style="list-style-type: none"> 50% of vending machines have at least 50% green options 	



IMPLEMENTATION PLAN

STRATEGY	OBJECTIVES	TASKS	SUB-TASKS	RESOURCES	STAKEHOLDERS	MILESTONES	Person(s) responsible	Timelines	
								Start (dates)	End (dates)
Organize an innovation event	Organize 2 exhibition/competition events per year	Establish the organizing committee	Identify partnering institutions	Marketing materials(banners&posters),advertisements,recognition awards, facilitation of committees	Vice Chancellor,Organizing Committee, Public Relations Office	Organizing committee established,exhibition date established,partnering institutions identified	Mr. Muriithi Kaimoe		15/8/19
			Draft budget and specific activities		Organizing Committee,Finance Office, Procurement office	Budget drafted and specific activities identified	Mr. Muriithi Kaimoe		30/7/19
			Resource mobilization		University Management,Organizing Committee	Requests sent to the various sponsors	Mr. Muriithi Kaimoe		Sep 19
			Call for participation and marketing		HODs,student leaders	A call for participation sent out for participants to register	Mr. Muriithi Kaimoe		Sep 19
			Registration		Committee,Students,Staff	Documentation of the interested participants	Mr. Muriithi Kaimoe		Sep 19

Strategic Action Plan

To sum up:

A Strategic action plan is a **multipurpose project management tool**.

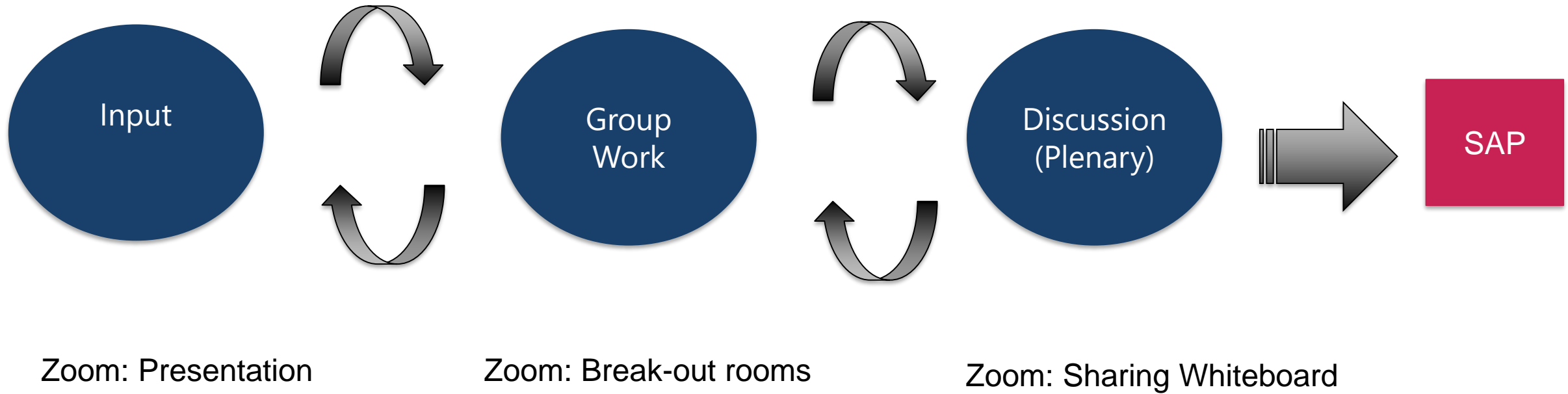
We need it because it is...

...part of the project proposal

...a step-by-step guide to
clear and feasible actions

... a source for internal
and external confidence

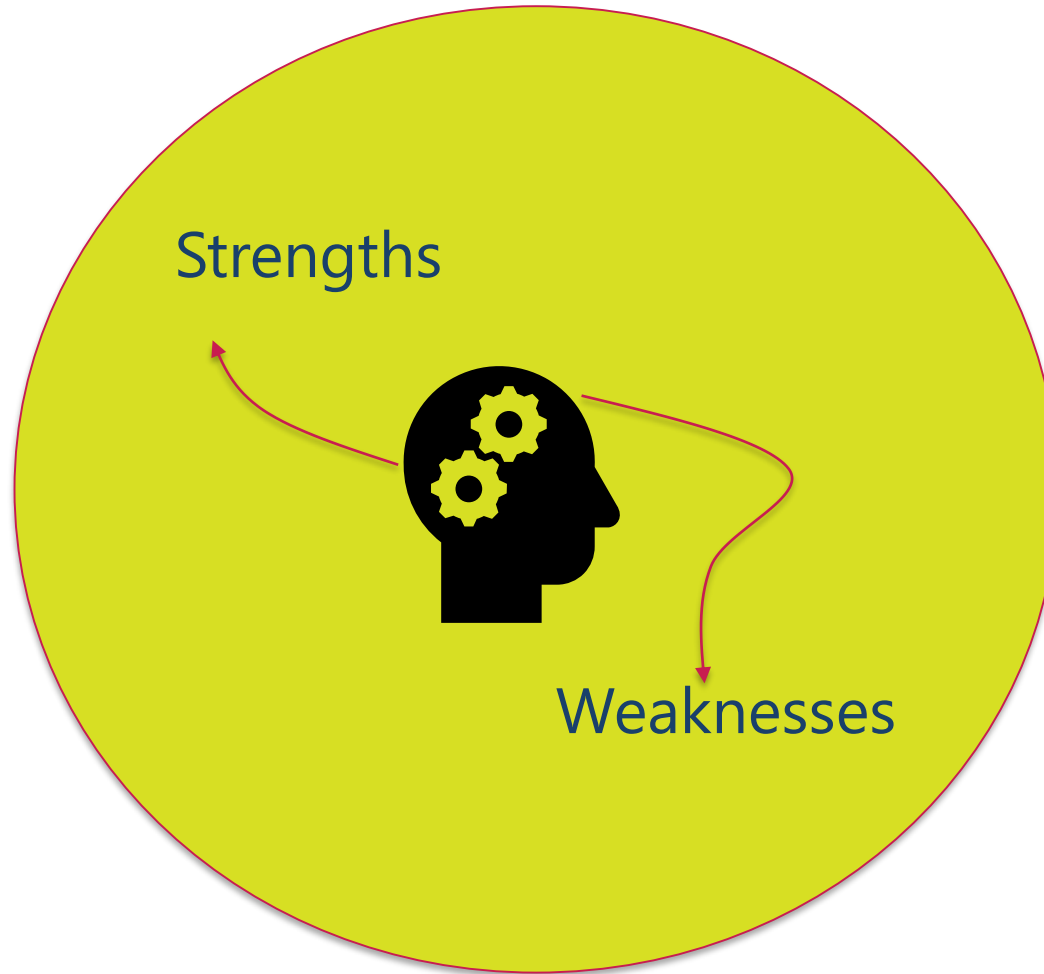
Today: Our working mode



What we will do today

1. Getting to know to HEInnovate
2. Filling in HEInnovate
3. Discussing the results
4. Identifying and subsequently discussing relevant problem areas based on the HEInnovate Dimension
5. Developing objectives based on the identified problem areas
6. Working on the SAP

First of all – understanding the challenge!



HEInnovate

- A self-assessment tool for higher education institutions who wish to explore their entrepreneurial / innovative potential
- The simple purpose of helping higher education institutions identify their current situation and potential areas for action
- Eight broad areas, under which are statements for self-assessment



The 8 dimensions



Organisational Capacity: Funding, People and Incentives

- Ability to deliver on its strategy
- Key resources:
 - funding and investments
 - People
 - expertise and knowledge
 - incentive systems



Governance and Leadership

- Strong leadership
- Becoming an enterprise
- Importance of strengthening the entrepreneurial agenda

The 8 dimensions



Entrepreneurial Teaching and Learning

- exploring innovative teaching methods
- being exposed to entrepreneurial experiences
- acquiring the skills and competences
- developing entrepreneurial mindsets



Preparing and Supporting Entrepreneurs

- help individuals...
 - reflect on the commercial, social, environmental or lifestyle objectives related to their entrepreneurial intentions
 - generating, evaluating and acting upon the idea
 - finding relevant team members
 - getting access to appropriate finance and effective networks
- An HEI should ideally act as part of a wider business support ecosystem

The 8 dimensions

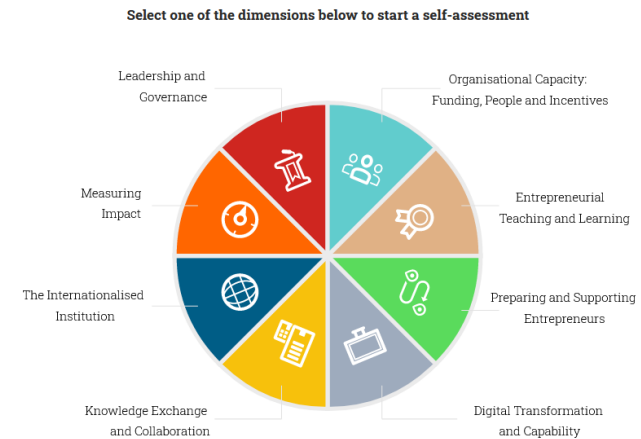


Knowledge Exchange and Collaboration

- Knowledge exchange is an important catalyst for..
 - organizational innovation
 - the advancement of teaching and research
 - local development
 - “third mission”: the stimulation and direct application and exploitation of knowledge for the benefit of the social, cultural and economic development of society
- create value for the HEI and society

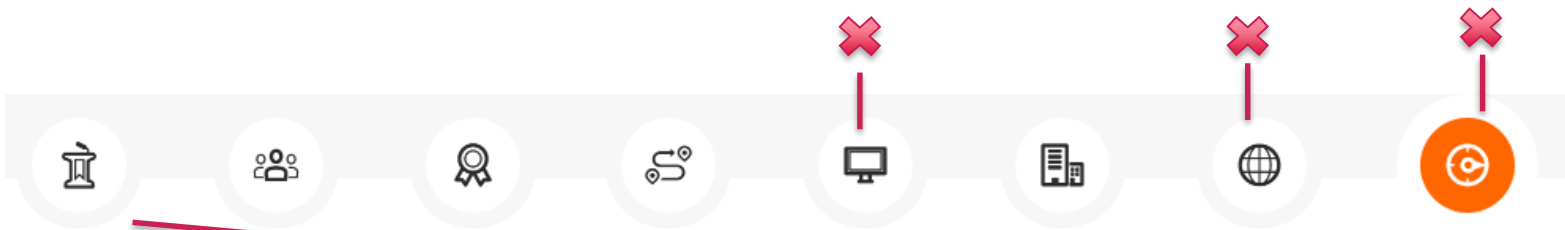
Just fill in the statements for the described Dimensions, these are:

- Organisational Capacity: Funding, People and Incentives
- Governance and Leadership
- Entrepreneurial Teaching and Learning
- Preparing and Supporting Entrepreneurs
- Knowledge Exchange and Collaboration



1. Select the dimension to begin with

Don't fill in these Dimensions



2. After each Dimension you fill in don't forget to save

SUBMIT THIS SELF-ASSESSMENT



3. When you are done with the 5 Dimensions submit the assessment

SAVE AND GO TO NEXT AREA



Your turn: Start with the self-assessment

You have 20 min

Results



Show results here

→ Go on [menti.com](https://www.menti.com)

Go to www.menti.com and use the code 8608 2573

Please rank the dimensions regarding their importance

 Mentimeter

- 1st | Organisational Capacity:
Funding, People and
Incentives
- 2nd | Governance and Leadership
- 3rd | Entrepreneurial Teaching and
Learning
- 4th | Preparing and Supporting
Entrepreneurs
- 5th | Knowledge Exchange and
Collaboration



Break-out session: Analyze the situation

- What are the problems/problem areas that you want to tackle?
- What are/could be relevant macro factors (social, political, economical)?
- What are/could be relevant micro factors (e.g. governance structure)?
- Could the problems realistically be tackled with your own effort?
- Who is affected by the problem?
- How urgent is the problem?



-  Leadership and Governance
-  Organisational Capacity: Funding, People and Incentives
-  Entrepreneurial Teaching and Learning
-  Preparing and Supporting Entrepreneurs
-  Digital Transformation and Capability
-  Knowledge Exchange and Collaboration
-  The Internationalised Institution
-  Measuring Impact



30 min

Discussion: Identified problems



Break-out Session: Objectives

So far you have...

- identified the problem areas you want to tackle

Now you are ready to create objectives you want to achieve:

- What are matching objectives to the identified problem areas?
- Which existing resources could you improve?

Note: The objectives don't need to be specific at this stage, our aim is to have a pool of meaningful objectives



20 min

Discussion: Objectives to include in the SAP & their prioritization in terms of time and content



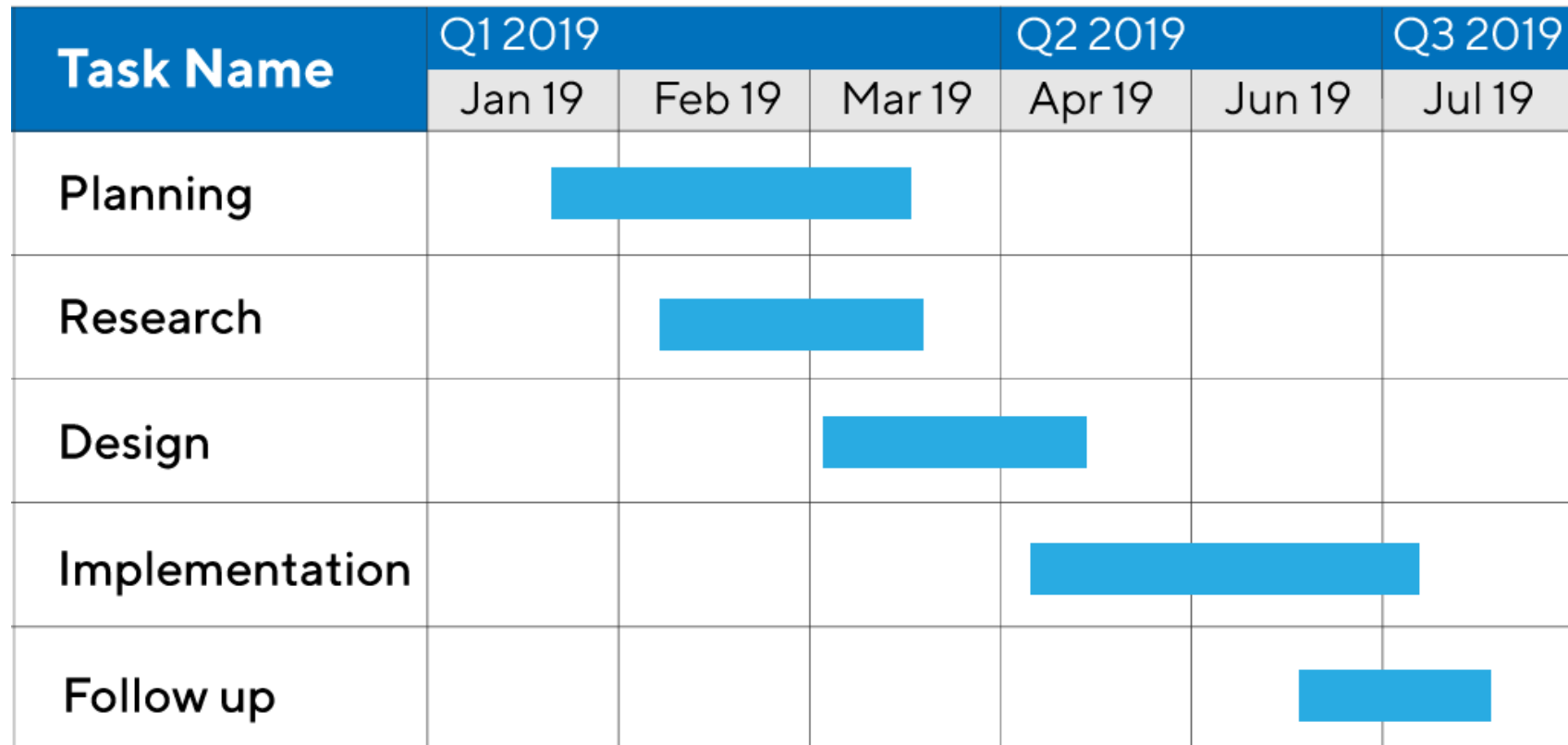
Project Management (Tools)



Elements of SAP

Gantt Chart

Task Name	Q1 2019			Q2 2019		Q3 2019
	Jan 19	Feb 19	Mar 19	Apr 19	Jun 19	Jul 19
Planning						
Research						
Design						
Implementation						
Follow up						



Example RACI Chart

Project Deliverable (or Activity)	Project Manager	Strategist	Designer	Front End Developer	Back End Developer
Design site map	C	R	A	I	I
Design wireframes	C	A	R	I	I
Create style guide	A	C	R	C	I
Code templates	A	I	C	R	C

Responsible

The team member who does the work to complete the task

Accountable

The person who delegates work and provides final review on a task or deliverable before it's deemed complete

Consulted

People who provide input on a deliverable based on the impact on their work or their domain of expertise

Informed

People who need to be kept in the loop on project progress

Break-out Session: Strategic Action Plan

1. We will assign objectives to your groups
2. Go to google Drive and work (online) on the SAP template with the number xxx



40 min

Discussion: First Draft of the SAP



Final Agreements

We will merge the tables to one SAP of your university and upload it to Google Drive

Next steps:

Discussion with project coordinators at universities

Revision (if needed) in face to face meetings in Pakistan and Europe over the next months

Presentation and Discussion of revision with you

Thank you!

