Welcome to the Incentives Decision Tree Tool!

This is a strategic tool for university leaders to boost faculty engagement in entrepreneurship. It uses an interactive decision-tree format to identify institutional barriers—such as lack of funding, awareness, or recognition—and links them to practical, low-cost incentive strategies. From financial rewards to mentorship and public recognition, the tool guides users in selecting targeted solutions that foster motivation, improve resource use, and strengthen entrepreneurial culture.

WHAT EngageTree HELPS YOU TO DO

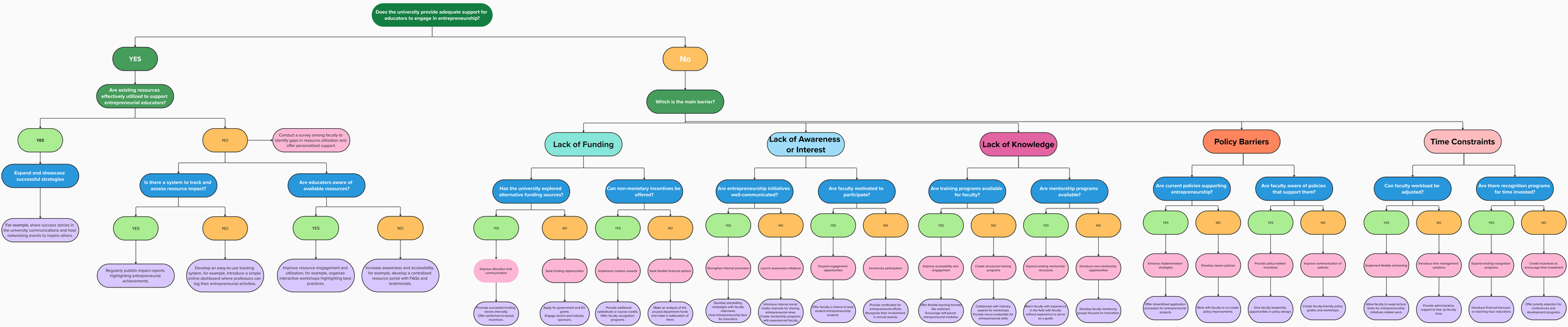
By using this tool, you will be able to:

- **Identify** the challenges universities face in engaging with entrepreneurial activities.
- **Explore** creative and practical incentive solutions, from financial rewards to non-monetary recognition.
- **Optimize** existing resources and introduce innovative approaches to motivation.

HOW TO USE THE EngageTree TOOL

Using this decision tree is simple and intuitive. Follow these steps to navigate through the process and identify the best incentive strategies for your university:

1) Start with the Core Question:
Begin by assessing your university's current level of faculty engagement and support. Answer **"Yes" or "No"** to each question to follow the appropriate path in the tree.
2) Identify Key Barriers:
Whether it's a lack of funding, knowledge, recognition, or motivation.
3) Explore Suggested Solutions:
Based on your answers, the tool presents tailored, actionable solutions to address the specific barrier.

Link to the Mural template

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