

Focus, Focus, Focus: Targeting Entrepreneurial Talent

Use this two-part tool to help you target entrepreneurs within your community. Start by working through the **Entrepreneurial Talent Pros and Cons Checklist** to get a better understanding of some of the benefits and challenges of targeting different types of entrepreneurial talent. Then, use the **Entrepreneurial Talent Pros and Cons Worksheet** to create your *own* list of pros and cons for targeting each type of talent in your community or region.

Part 1. Entrepreneurial Talent Pros and Cons Checklist

E Talent Type	Pros of Targeting	Cons of Targeting
Potential - Aspiring	May be large pool Primed to go Modest early impact	Medium/Long-term commitment May require subsidized assistance Medium-term incubation
Potential – Dreamers	Unknown pool May be motivated to proceed Potential but unknown impact	Long-term commitment May require substantial assistance Likely require subsidized assistance
Potential - Start-ups	Modest pool Commitment to go Assistance critical Modest early impact	May require subsidized assistance Medium-term incubation Medium/Long-term commitment
Potential - Youth	Large pool Can be change agents Can energize a community	Long-term commitment Create indirect outcomes Significant cost/outcome
Business Owners - Survival	Already committed Some business experience Qualified motivation Tipping point opportunity for community Modest investment	Challenged and struggling Bad habits and attitudes Wrong or incomplete motivation Long-term opportunity
Business Owners – Re-Starts	Strong business experience Motivated to succeed Opportunity for impact	History of failure Bad habits and attitudes Need to market test the opportunity

Business Owners - Lifestyle	<p>Already committed Some business experience Often successful Tipping point opportunity for community Modest investment</p>	<p>May lack motivation to grow Modest pool</p>
Business Owners - Transitional	<p>Potentially immediate impact Already having impact Potentially large pool Motivated to leave business</p>	<p>Requires specialized assistance May lack motivation to mentor Requires pool of new entrepreneurs to take over</p>
Entrepreneurs – Growth Oriented	<p>Often open to help Successful at business Motivated to grow Opportunity for high impact Opportunity for immediate impact</p>	<p>Weak self-awareness Small pool Some are negative on help Requires time to build a relationship May have limited ability to help</p>
Entrepreneurs - Entrepreneurial Growth Companies	<p>Achieving growth Realizing impact Home run potential Civic leadership and can become patrons</p>	<p>Rare Negative or demanding on help Require higher order help Relocation threat</p>
Entrepreneurs - Serial	<p>High impact Remarkable assets Civic leadership and can become patrons</p>	<p>Very small pool Limited ability to help May lack patience and be demanding</p>

Part 2. Entrepreneurial Talent Pros And Cons Worksheet

E TALENT TYPE	PROS OF TARGETING	CONS OF TARGETING
Potential – Aspiring		
Potential – Dreamers		
Potential – Start-Ups		
Potential – Youth		
Business Owners – Survival		
Business Owners – Re-Starts		
Business Owners – Lifestyle		
Business Owners – Transitional		
Entrepreneurs – Growth Oriented		
Entrepreneurs – Entrepreneurial Growth Companies		
Entrepreneurs – Serial		