



Organizing for Action

Click the following link to view the accompanying webinar

<http://energizingentrepreneurs.adobeconnect.com/p4ug4jokenl/>





Organizing for Action

e2 University – June 2014



My Presentation

Organizing for Action

e2 University



About e2 University

Community Roadmap

Why Organizing is Important

What You Need to Organize

The Many Stages of Organizing

Getting Organized

Resources - How We Can Help

About e2 University

The Center is a leader in North America helping communities and regions grow more prosperous economies through entrepreneur-focused economic development.

Our e2 University is an online resource that can help your community vision, plan and implement a new or enhance entrepreneurship game plan.

Center for Rural
Entrepreneurship

energizing entrepreneurial communities



Community Roadmap



Organizing is the Next Logical Step



Book Resources

Chapter 2.1

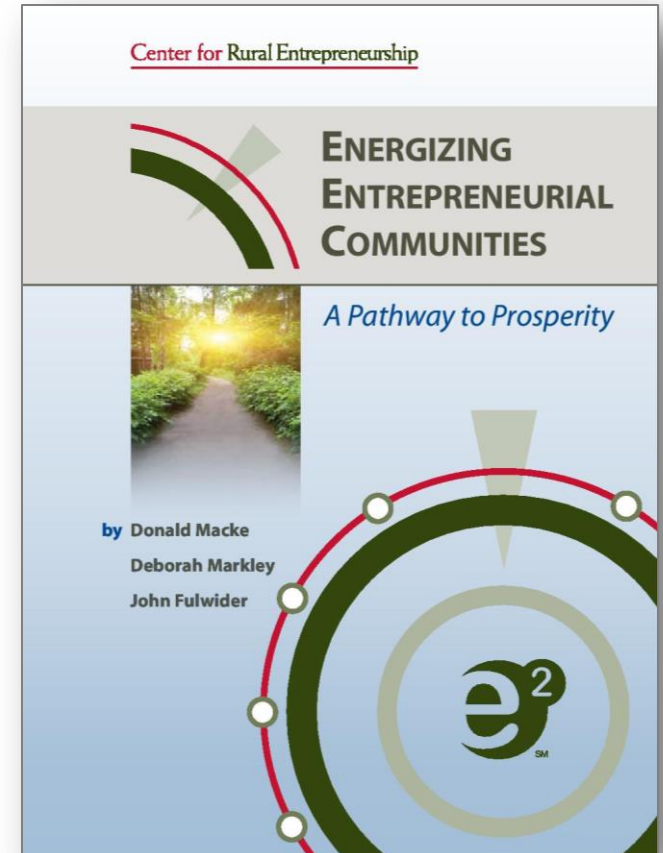
Ten Keys

Chapter 3.2

Engage Stakeholders

10 Keys to Economic Success

*Growing Entrepreneurial
Communities*



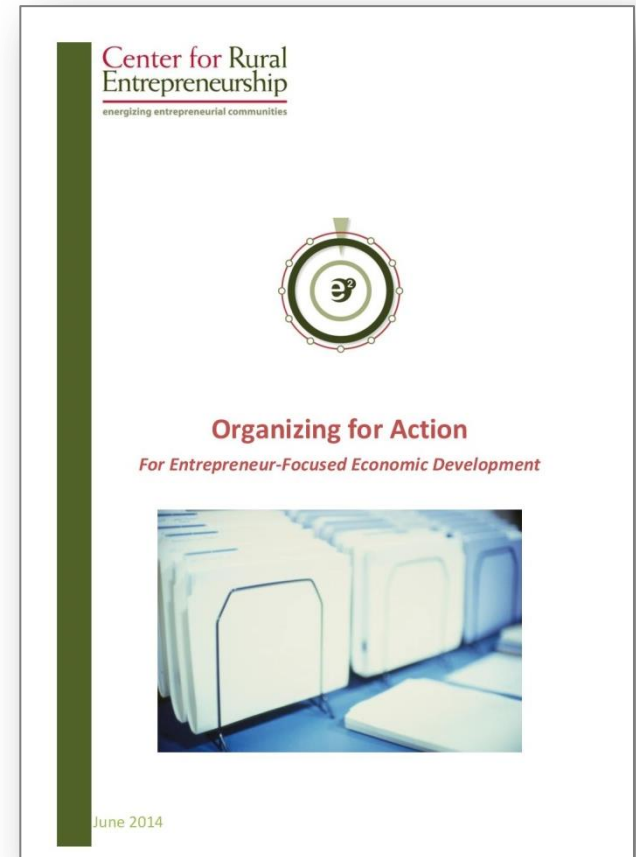
Organizing Tip...Pace Yourself

**Pacing
Campaigns
Pushes**



*Communities are at our best when we have
a project to do with a clear objective and solid
Understanding of the work to be accomplished.*

Why Organizing is Important



Organizing Tip...Challenge of Turf

It Exists

It Can Stop You Cold

Anticipate and Manage



*Crafting a sound engagement strategy of
Likely stakeholder groups and leaders can
help you minimize and manage turf risk.*

What You Need to Organize

1. Right Stakeholders
2. Smart Process
3. Strategic Actions
4. Accelerators

Stakeholder are those in your community that have a deep “stake” in its success and future. There are stakeholders that should be and will be engaged.





Resource...Leaders are Key

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LEADERS ARE KEY

Entrepreneurial Communities

Background & Introduction

This paper addresses the all-important role of community leadership in the success of Entrepreneurial Communities. A primary role of our community coaches is to identify and support critical local leaders empowering their ability to help their community succeed with this critical work.

Defining Community

Communities are our focus. Communities in this work can be defined through various lenses including:

Communities of Place or Interest		
Communities of Place	Communities of Interest	
Communities of place have a defined physical location or an identified area based on shared socio-economic characteristics. New York City is very identifiable as a community of place.	Communities of interest are varied. Examples are those in the Panhandle of Texas interested in assisting children with food in-security and chambers of commerce.	
Communities Spatially or Culturally/Economically		
Spatial Communities	Socio-Economic Communities	
Spatial communities are defined by precise geography such as the boundaries of a municipality or county.	Spatial communities are typically larger when shared socio-economic characteristics are considered.	
Three Kinds of Community Residents		
Current Residents	Former Residents	External Interests
When we think of a community's residents, we typically focus on current residents who are permanent residents with strong identity to their community.	However, even though their permanent residences are elsewhere, former residents can have a strong identity with their hometowns. There is affinity.	Finally, there may be regional or even national groups (think regional bank with a local branch) that care about a community and are willing to become engaged.




Defining Community
Scouts
Champions
Challengers
Rainmakers
Community Builders
Community
Residents

*Identifying and engaging
key community members
is central to your success.*



Organizing Tip...Accelerators

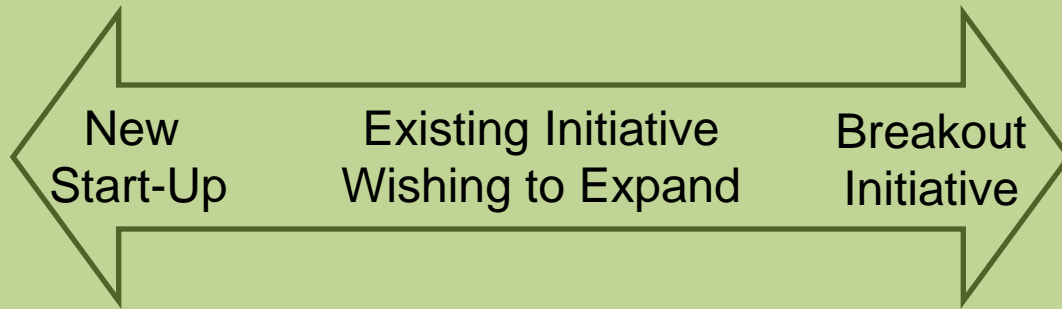
1. Community Coaching
2. Opportunity Analysis
3. Right Entrepreneurs
4. Entrepreneur Coaching
5. Right E Infrastructure



We have a resource in this package that explores the five accelerators we have tested and proven to be effective in our work in Kansas.

Kansas Case Study

The Many Stages of Organizing



First Year as an Entrepreneurial Initiative Startup

New Year Push <i>January through April</i>	Summer Push <i>May through August</i>	Fall Push <i>September through December</i>
Early Organizing Visioning & Development Preferences Identified Assessment – Particularly Targeting Early Strategy Development Begin Entrepreneur Outreach Business Coach Hired Area Resource Team Established	Regular Entrepreneur Visitation Client Intake & Enrollment Coaching Provided to Es Referrals to Resource Providers Assistance Being Provided Stories of Early Impact Captured External Resource Network Formed	Expanded Outreach Expanded Intake and Coaching Repeat Clients A Portfolio Based on Targeting Refined Resource Network “Go To” Resources We Trust Impact Stories & Numbers



A Lesson from Wal-Mart

60 Years of Wal-Mart...

1950s – It All Began

1960s – Growth in Arkansas

1970s – Regional Growth

1980s – A National Powerhouse

1990s – International – China

2000s – Experimentation

2010s – Challenges...Reinvention?



Two Resources You Can Use

E Community Survey



Entrepreneurial Community Survey

This survey was designed to gather information from entrepreneurs and other community leaders. The survey can be administered in a one-on-one interview or in a larger group. The purpose of the survey is to gain a better understanding of how the community supports entrepreneurs, from the entrepreneurs' perspective, as well as from the perspective of community leaders interested in building a more entrepreneurial community.

This survey can provide useful baseline data about a community's support for entrepreneurs. The data can be used to identify areas where support for entrepreneurs may be lacking, such as in the provision of financial capital. In addition, this survey can be used before and after a community investment in support of entrepreneurship to assess how entrepreneurs' attitudes toward the community may have changed. For example, if your community is creating a network for entrepreneurs, this survey could be used to collect data both before and after the creation of the network. The survey can also be adapted for use with community leaders. The questions under Community Attitudes, Entrepreneurial Support, and Economic Development could be posed to elected officials, economic development professionals, leaders of nonprofit organizations, and citizens in the community to gain a different perspective on the community environment in support of entrepreneurship.

Background & Introduction

Welcome to the Entrepreneurial Community Survey. Your responses will be kept completely confidential and none of your individual information will be disclosed. We appreciate your willingness to share your story with us! Contact information will be used only if follow-up questions are necessary and to provide general demographic information for all those completing the survey.

About You:

- Name of owner: _____
- Address: _____
- Phone: _____
- Fax: _____
- Email: _____
- Website (if applicable) _____
- Sex: Male [] Female []



Getting Started Checklist

Center for Rural Entrepreneurship

2nd Quarter of Year One

Month	Key Activities	Progress Benchmarks
April	Program Outreach & Gear Up Scale Up of Outreach Area Resource Team Functioning Fine Tuning the Portfolio Trouble Shooting Services	<i>The E Community Program moves to full implementation with scaled up outreach and coaching services.</i>
May	Resource System Development Program Implementation Continues Area Resource System Built Out	<i>Expanded Portfolio ARN in Place</i>
June	External Resource System Development Program Implementation Continues Begin Sustainability Planning Build Out External Resource Network	<i>External Resource Network in Place Quarterly Progress Review</i>

3rd Quarter of Year One

Month	Key Activities	Progress Benchmarks
July	Program Growth Portfolio Expansion System Gap Analysis External Resource Network Build Out	<i>By July we hope the Program is growing and reaching its stride.</i>
August	Program at Scale Portfolio is Full Increasing Impacts*	<i>By the end of July the Program should be well established and working effectively.</i>
September	Sustainability Strategy Program Continues Operation A Sustainability Strategy is Defined	<i>Program at Scale. Quarterly Progress Review</i>

* In the first quarter, the stakeholders group would define performance metrics to measure progress and success. We recommend that this system is simple and includes both data and stories.

The Center staff and Entrepreneurial Communities Team have supported initiatives in communities and regions across North America. We often provide regular mentoring with the Entrepreneur Coaches or Coaching Teams throughout the first year. These mentoring calls typically occur every 7 to 10 days



Getting Organized

- 1. Defining Your Community**
- 2. Early Stakeholder Candidates**
- 3. Clarifying and Setting Expectations**
- 4. Making and Keeping Commitments**
- 5. Organization, Staffing and Governance**



How We Can Help



HOME TOWN COMPETITIVENESS®

A Come-Back/Give-Back Approach to Rural Community Building



**YOUTH
ENGAGEMENT
SYSTEM**



COMMUNITY
DEVELOPMENT
PHILANTHROPY
Transfer of Wealth™

measurement
research
policy

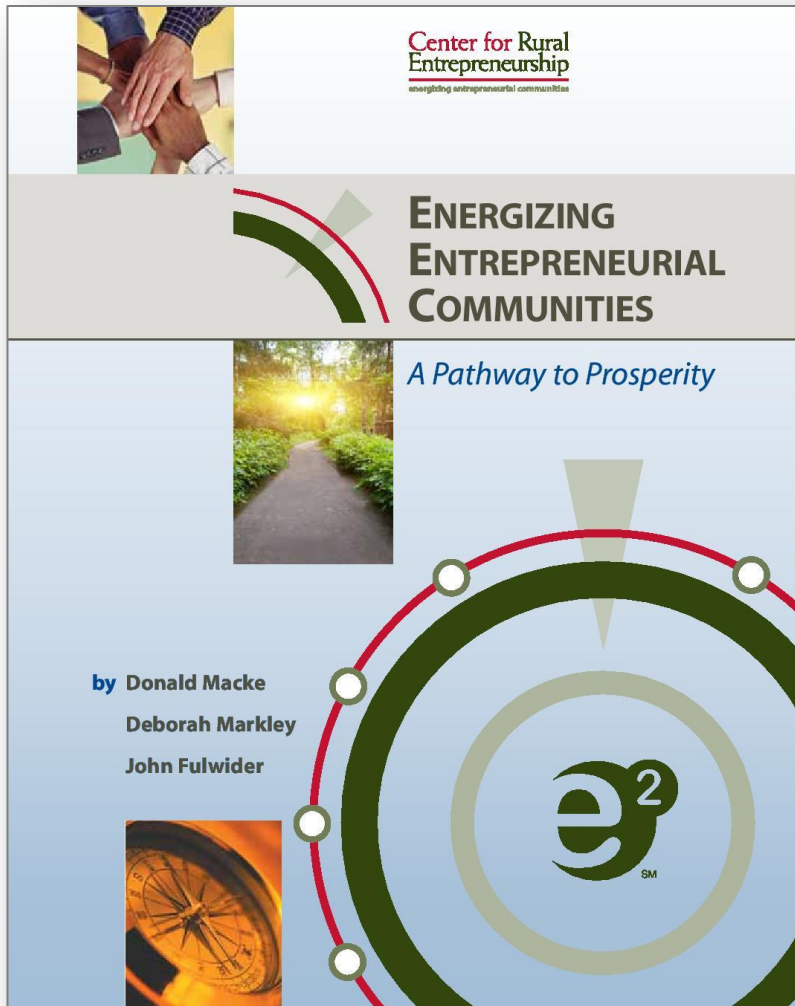
**Shale Impacted
Communities**

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New Book



Now Available!

Contents...

Case for Entrepreneurs

Entrepreneurial Community

Action Framework

Working with Entrepreneurs

Guiding & Tracking Progress

Paper & E Book



E2 University Online

Rollout in 2014...

Resources:

- Guides
- Tools
- Protocols
- Training Webinars
- Exercises & Illustrations
- Videos, Stories & More



Web site

www.energizingentrepreneurs.org

We have produced a new and improved web site with more free resources and better guidance to compensated resources. Give it a spin. Also... we have four electronic newsletters that are free. Sign up today and benefit from all the resources covered in our newsletters.



Working with Es

Beginning next summer and fall we will be offering community and professional webinars on working with entrepreneurs and community-based entrepreneur-focused development.

entrepreneur
coaching 

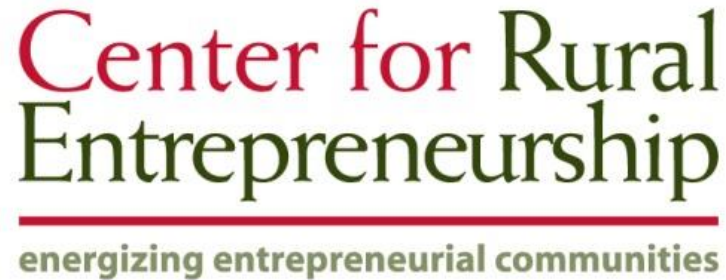
Free Newsletters

<http://www.energizingentrepreneurs.org/contact/connect.html>





Questions & Discussion



Don Macke

don@e2mail.org

www.energizingentrepreneurs.org

