

WORKING WITH ENTREPRENEURS

Info Sheet

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Background & Introduction

Entrepreneur-focused development is as much a human development strategy as a business development strategy. You are supporting entrepreneurs who will, in turn, be more successful in creating and growing businesses and having a positive impact on your community and your economy. Our **Working with Entrepreneurs** Resource Package includes important tools and background on our framework and process for working with entrepreneurs. As a part of this package, you will find useful information on entrepreneur coaching.

Entrepreneur Coaching

The American approach to education is to help young people “learn how to learn.” With this foundation, they are prepared for success throughout life. The same approach applies to entrepreneur-focused development and growing your entrepreneurial talent. We use the practice of Entrepreneur Coaching as the keystone in our Entrepreneurial Communities approach. The coach works to help the entrepreneur develop himself and his business for a lifetime of entrepreneurial success.

Additional Information

Don Macke – Center for Rural Entrepreneurship
don@e2mail.org – 402.323.7336 – www.energizingentrepreneurs.org

Working with Entrepreneurs

This is the first of three related e2 University Resource Packages. Part 1, this package, provides an overview of working with entrepreneurs, drilling down into the art and science of entrepreneur coaching. Part 2 will address the all-important system elements of reaching and supporting entrepreneurs, including outreach, intake, screening and referral. Part 3 will center on measuring success and the system elements of entrepreneur client tracking, developing client portfolios and capturing stories and metrics. Together, these three packages fully describe our framework and process for working with entrepreneurs. These ideas and resources are not theoretical; they are rooted in sound practice and tested in real communities. By applying these resources, your community can craft a customized and highly effective and efficient strategy targeted to your unique entrepreneurial talent. In combination with the overview provided in our book, ***Energizing Entrepreneurial Communities, A Pathway to Prosperity***, these resource packages provide tools and information you can use in your community.

Center for Rural Entrepreneurship

Resources included in our **Working with Entrepreneurs Resource Package – Part 1** includes:

Working with Entrepreneurs Guide. Our Guide will provide you with an overview of our framework and process for working with entrepreneurs and tips for using the other resources in this Package. Also you may want to view our Fall 2014 e2U recorded webinars for additional orientation and information.

Entrepreneur Coaching for Community Success – A Training Guide. In this Resource Package, we are including content on entrepreneur or business coaching. We have included our updated **Entrepreneur Coaching Training Guide** that explores our E Coaching approach to entrepreneur development. We also have three complementary pieces that were included in the free e2 University resources from our book:

- [Training & Support](#) – This is a sample piece from the McCook Economic Development Corporation which outlines options for providing training and support to business coaches and contractors involved in their Business Coaching program.
- [Request for Qualifications](#) – This is a sample piece from the McCook Economic Development Corporation which lays out the preferred qualifications and capabilities of interested contractors connected to programs for business coaching services.
- [Sample Job Description](#) – This is a sample entrepreneur coach job description from Valley County, NE.

Recorded Webinars. Over recent years, we have developed and conducted numerous professional development webinars focused on **working with entrepreneurs** and **entrepreneur coaching**. As part of this Resource Package, we have included the following recorded training webinars:

- Our recently produced webinar for Communities Unlimited titled the Entrepreneurial Pipeline.
- The first 3 webinars from our fall 2014 Working with Entrepreneurs series.

Tools and Checklists. We have included a number of related tools and checklists including:

- Am I Entrepreneurial Coaching Material?
- Considerations for Getting Off to a Great Coaching Experience
- Red Flags to Watch for When Coaching Entrepreneurs

Growth Entrepreneurs Paper. For most communities, the “sweet spot” for entrepreneurial development is a focus on “growth-oriented” entrepreneurs. We have included our paper on *Growth Entrepreneurs* as an additional resource. For many engaged in entrepreneurial targeting, the optimal client is a growth-oriented entrepreneur.

Supporting Research. Produced by Dayna Larreau, our Ogallala Commons Intern, we are including in this Package a **comprehensive** literature review focused on the “Art and Science of Business Coaching.” If you want to advance your learning as a business coach, this is a great research resource list.

RISE Information Page. The **Readiness Inventory for Successful Entrepreneurship** is a web-based tool for measuring entrepreneurship skills developed by Dr. Thomas Lyons and Dr. John Lyons.