

**Professional Development Webinars
e2 University Online
Series 2 – Working with Entrepreneurs**

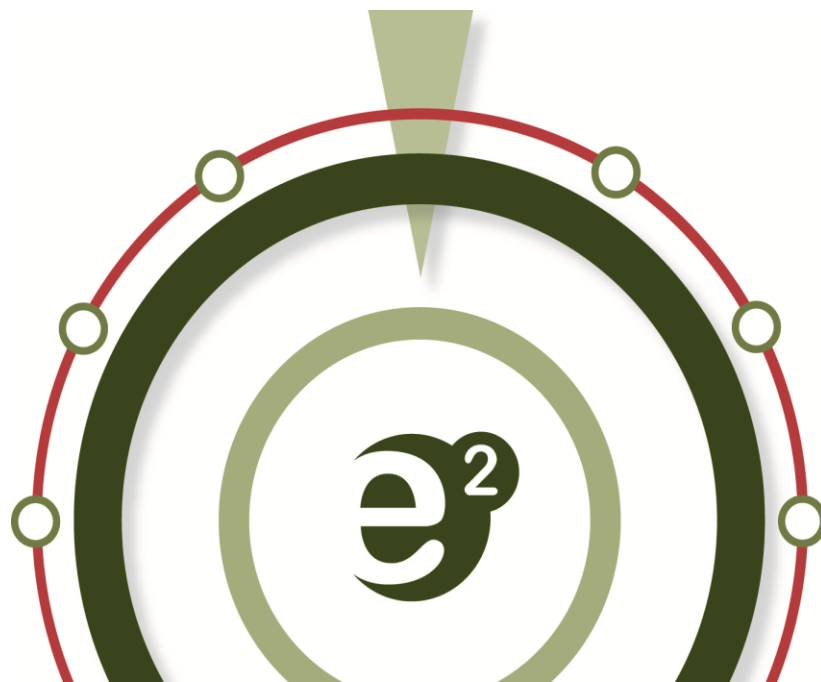
**Webinar 1
Working with Entrepreneurs Overview
October 24, 2014**





Working with Entrepreneurs Overview

Webinar #1



Five-Part Series

Webinar 1 – Today

Working with Entrepreneurs Overview

Webinar 2 – October 31st

Entrepreneur Coaching

Webinar 3 – November 7th

Identifying Entrepreneurs

Webinar 4 – November 14th

Intake, Screening & Referral

Webinar 5 – November 21st

Portfolio Management, Metrics & Story Capture



Our Presentation Today

Fall e2 Professional Training – October 24, 2014

Recorded for Later Viewing



- 1 - Getting Started**
- 2 - The Art & Science**
- 3 - Framework & Process**
- 4 - Time Frames**
- 5 - Strategy Flow**
- Questions & Discussion**



Part 1 Getting Started



Quick Poll #1

How much have you worked with Es?

- *Very Little Direct Work with Entrepreneurs*
- *Some Work Directly with Entrepreneurs*
- *A Regular Part of My Work*
- *Long History of Working with Entrepreneurs*

Go with your intuition and initial response to this question.



Questions & Discussion...





Part 2 The Art & Science



It is All About People!



Our Focus is on Entrepreneurs!



Can You Help Jim & Beth?



Jim Jenkins

Callaway, Nebraska

3rd Generation Rancher

Moved Away, Came Back Home

Entrepreneur



Beth Strube

Dickinson, North Dakota

Stayed at Home

Wanted to be a Mom

Entrepreneur

The Art & Science of Working with Entrepreneurs

The Science...

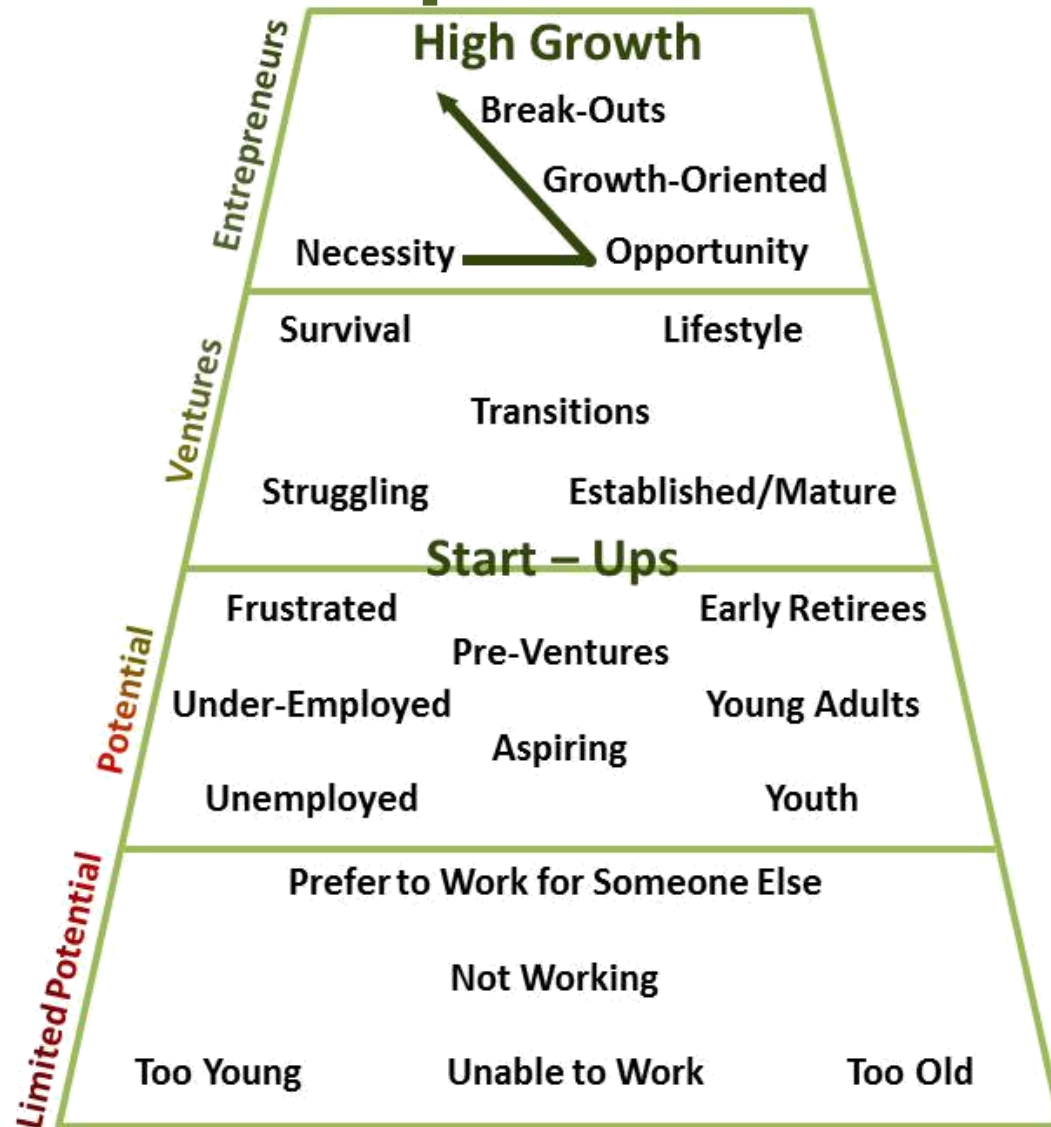
- Marketing
- Products & Services
- Finance
- Management
- Human Resources
- Lean Start Up
- Growth Strategies
- Etc...

The Art...

- Vision
- Leadership
- Team Building
- Delegation...Letting Go
- Life Balance
- Values
- Being a Great Boss
- Etc...



Diverse Entrepreneurial Talent



Source: Center for Rural Entrepreneurship – www.energizingentrepreneurs.org

Questions & Discussion...





**Defense Contractors
Government Contractors
Supply Chain Companies**



**Immigrant Talent
Graduate Students
Safe Harbor Immigrants**

**Entrepreneur
Opportunities**



**Under-Employed Talent
Un-hired Graduates
Displaced Talent**



**Business Failures
Retirees
Women**



Framework & Process



Framework & Process



Five Assessments

Development Opportunities

Entrepreneurial Talent

Entrepreneurial Resources

Community Preferences for Development

Strategy Stakeholders



Sustaining Your Initiative

- **Economic Development Impacts:**
 1. New Investment
 2. Job/Careers Creation
 3. Tax Base Expansion
 4. Opportunity
 5. Diversification
- **Impact Capture & Sharing**
- **Learning & Refinement**
- **Stakeholders as Investors**

Sustainability



Execution

- Know Your Markets
- Outreach to Es
- Clients
- Deliver Solutions
- Repeat Clients
- Grow Your Solutions
- Increase ED Impact

Working with Es!



Quick Poll #2 – Your Markets?

Who are Your Entrepreneurial Markets?

- *Aspiring & Start Ups*
- *Existing*
- *Growth Oriented*
- *Transitions*

Go with your intuition and initial response to this question.

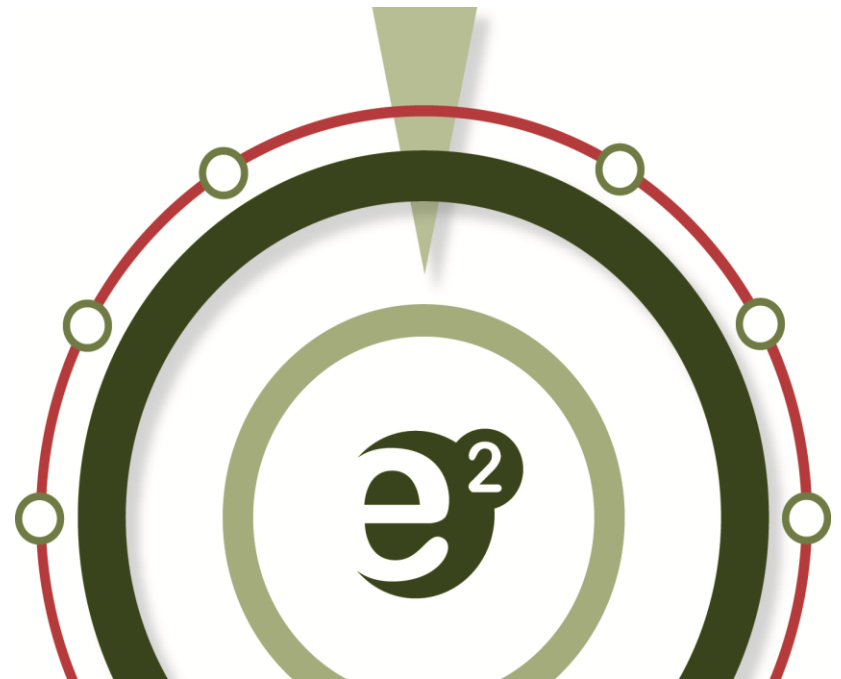


Questions & Discussion...





Time Frames



Time Frames & Expectations

- Expectations are Key
- The First Year
- The Next 3 to 5 Years
- A Decade
- A Generation

*Define & Manage
Expectations*





Strategy Flow



Entrepreneurial Culture Ecosystem

It's Entrepreneurial...

A key attribute of successful entrepreneurs is that they focus on opportunities.

It's Positive...

This is asset-based development and it creates hope based on opportunities.

It Leads to Impact...

It works!



Accelerating to Success!

One Month

Mid-Year

End of the Year

Commitment

Outreach

Impact Stories

Assessment

Visitation

Impact Numbers

Strategy & Tactics

Clients

Excitement

Capacity

Referrals

Champions

Action

Assistance

Commitments



First Six Months...

- Commitment
- Assessments
- Strategy
- Capacity:
 1. Business Coaching Team
 2. Area Resource Team
 3. Go To Resources
- Move to Action with Markets

Get Going with Es...



Second Six Months...

- Outreach
- Visitation
- Clients
- Referrals
- Assistance
- Portfolio
- Grow Solutions as You Go

Become Relevant!



End of the First Year...

- **Capture & Share Impact:**
 - Numbers
 - Stories & Testimonials
- **Stakeholders:**
 - Commitment Renewal
 - Expansion of Support
- **Learn & Refine Game Plan**
- **Grow Your Initiative**

Earn a Second Year!



Quick Poll #3 – Can You Do This?

Can You Get to Impact in One Year?

- *Never*
- *25% Chance*
- *50% Chance*
- *Yes!*

Go with your intuition and initial response to this question.



Questions & Discussion...

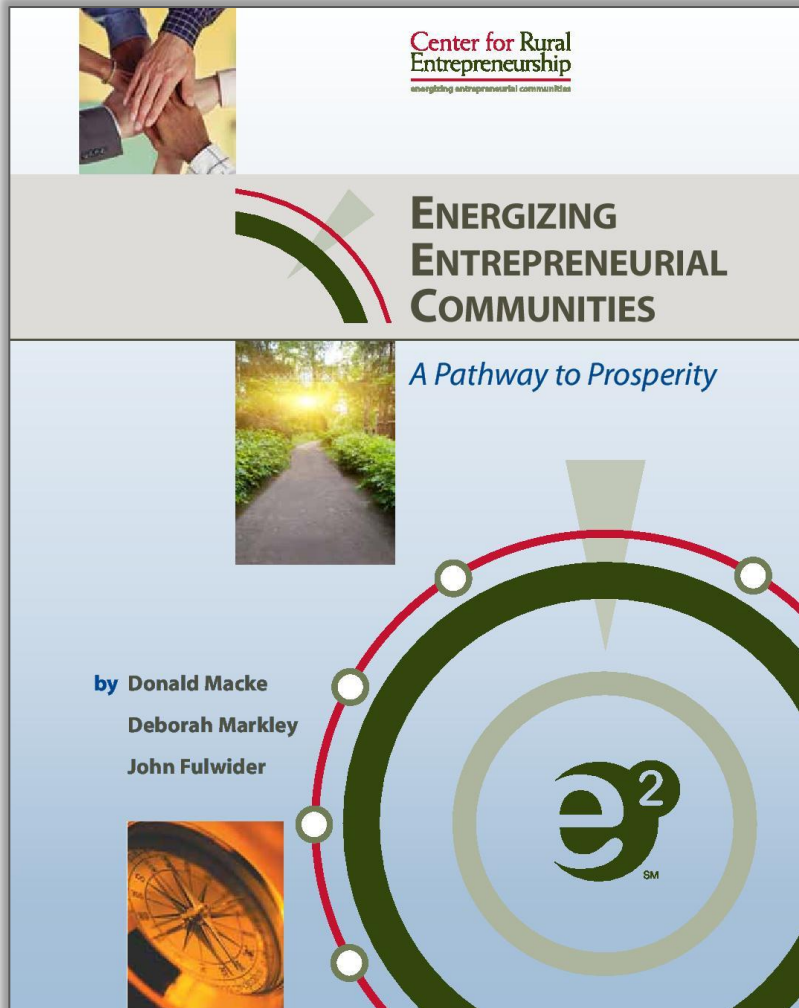




Center Resources



New Book



January 2014 Release

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



Website & Newsletters

www.energizingentrepreneurs.org

We have produced a new and improved website 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.



Other Center Resources



measurement
research
policy

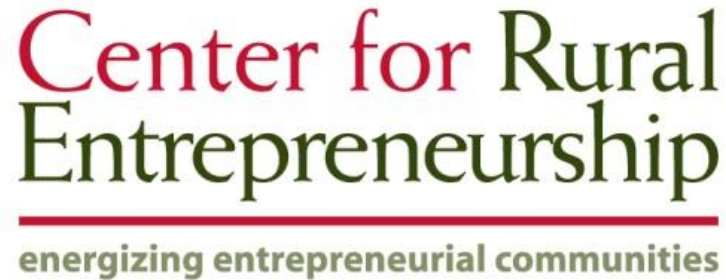


**Shale Impacted
Communities**





Questions & Discussion



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