

ENTREPRENEURIAL TALENT ASSESSMENT

e2 University

08.20.14

Background & Introduction

The foundation of any entrepreneur-focused development strategy is entrepreneurs. This may seem overly simplistic but we consistently run into situations where communities and regions assume they DO NOT HAVE entrepreneurs because of their perceptions: that all entrepreneurs are startups or that they are all high-growth gazelles or technology-based.

Chances are good, based on our extensive field experience, that you have entrepreneurial talent in your community. Our

Entrepreneurial Talent Assessment resources can help you

discover your “E” talent and focus your game plan to achieve a more prosperous economy through entrepreneurship.

Entrepreneurs?

Being entrepreneurial is all about spending time working **on** your business versus simply **running** your business. Successful businesses have entrepreneurial talent, ensuring success and staying power.

Additional Information

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Entrepreneurial Talent Resources

At the Center, we have had extensive experience working with communities and regions throughout North America helping them discover their unique entrepreneurial talent. Over the past 20 years, we have developed, tested, and refined a collection of resources and tools that can help you identify, map, and target your community’s entrepreneurial talent. In doing so, you can focus and engineer a stronger entrepreneur-focused development game plan that gets results.

A central approach with entrepreneur-focused development employs what we call the “entrepreneurial pipeline.” Think of a complex pipeline where aspiring entrepreneurs enter on the left and progress until, at the end point of the pipeline, you see breakout, high-growth entrepreneurs who create significant economic development impacts. Along the way, you will find different types of entrepreneurial talent at various stages of development.

Center for Rural Entrepreneurship

Resources included in this ***Entrepreneurial Talent Assessment Resource Package*** include:

Entrepreneur Discovery and Targeting Guide. This Guide has been widely used throughout North America and Internationally. It provides important background information and a step-by-step process for identifying, mapping, and targeting entrepreneurial talent in your community or region. Based on this assessment, you can develop a strategy and provide assistance that is focused on your specific entrepreneurial talent opportunity.

Entrepreneur Development Opportunities. As part of our field work, we have been paying attention to the kinds of entrepreneurial talent emerging in the post-Great Recession Economy. Our paper, *Entrepreneur Development Opportunities*, provides an overview of the kinds of entrepreneurial talent who may be looking for help in your community.

Growth Entrepreneurs Profiled. Growth-oriented entrepreneurs are a very important part of most development strategies. This segment of entrepreneurial talent has the potential to generate economic development impacts such as jobs, investment, and tax base more quickly and at higher rates as compared to other types of “E” talent (e.g., startups or business transitions.) To help you better understand and recognize this type of talent, we profile a number of growth entrepreneurs in this tool.

Entrepreneurial Talent Typology. We use the term “entrepreneurial talent” intentionally. Most communities have residents thinking about, exploring, and maybe even starting an entrepreneurial venture, but most are not fully developed entrepreneurs. Growing more skilled, successful entrepreneurs – improving your community’s talent – provides an important opportunity for you to create a more prosperous economy.

Entrepreneurial Pipeline. This graphic illustrates the entrepreneurial pipeline concept. It can be very useful when you are doing entrepreneurial talent assessment. You might also use it as a roadmap for evaluating how your community, organization, or region can better support entrepreneurial development throughout the pipeline.

Exercises and Tools. Our Resource Package includes 10 highly useful exercises and tools to support entrepreneur identification, mapping, targeting, and outreach:

1. Community Entrepreneurship Survey
2. Entrepreneur Pyramid
3. Entrepreneur Survey
4. Entrepreneurial Talent Checklist
5. Entrepreneurial Talent Mapping Exercise
6. Identifying Entrepreneurial Talent Exercise
7. Identifying Entrepreneurs
8. Focus Targeting Entrepreneurial Talent – Pros and Cons
9. Visitation Protocol