

## Identify Your Starting Point

### Energizing Entrepreneurial Communities

#### Background and Introduction

Every community that is seeking to strengthen their prosperity by creating an entrepreneurship strategy must begin somewhere. The same is true for communities that have experience working with entrepreneurs and want to move their game plans to the next level. It is critical that your community identify your **right starting point**.

#### Finding Your Right Starting Point

**Step 1 – Organize your Entrepreneur Team.** Bring together the likely suspects you feel might be interested in starting an entrepreneurship initiative or expanding your game plan. Organize a 60 to 90 minute working session.

**Step 2 - Do the Quick Assessment on Page 22 of Our Book.** Start out by having everyone take the quick assessment on page 22 of our book. Take some time to have folks share back and create a picture of your community's readiness for entrepreneurship. This exercise is quick and can break the ice, helping everyone to get on the same page.

**Step 3 – Discuss Where Your Community is Right Now.** With the exercise as context for where your community is right now, take some time to drill down and talk about what your community might initiate to move forward with a more strategic and robust entrepreneurship strategy.

**Step 4 – Map Out Your Next Actions.** Now it is time to be specific. Nail down some preliminary goals and specific actions. The more detailed you can be with these assignments, the greater chance you have of moving to action and eventually impact. General discussions and vague goals are a death sentence to progress.

**Step 5 – Consider Others Who Should be at Your Entrepreneur Table.** Before you end this working session, wrap up with a brief discussion of who else should be invited into your "E-Team". The specific actions you have selected will point to other likely people and organizations that should be engaged.

**Now that you have a starting point, go to work. We strongly recommend that your team meets regularly, has well developed agendas and stays focused on actions that move towards your evolving strategy goals.**