In January 2014, we conducted an intensive 48 hour e2 Institute for the Eurasia Foundation with economic developers from both the United States and Russia. These were the exercises we used during this professional training focused on understanding and targeting entrepreneurs within communities. These are tools you can adapt and use in your community to identify, map and target entrepreneurs for assistance.
Assignment. Take 5 minutes to reflect and collect your thoughts based on the following question:

What is your environment where you will be doing this work?

Use this worksheet to collect your assessment of the work environment where you will be applying the e2 Institute information. Be prepared to share back to the entire group.
Exercise 2
How Entrepreneurial Are You?

Assignment. Ewing Marion Kauffman, founder of Marion Labs and the Kauffman Foundation argued that if you want to help entrepreneurs, you must be entrepreneurial yourself.

Assess how entrepreneurial you are.

Use this worksheet to collect your thoughts and be prepared to share back to the entire group.
Exercise 3
Remarkable Entrepreneurs Back Home

**Assignment.** Put yourself back in your hometown or the community where you work. Based on the information we have shared in this session (1) identify entrepreneurs back home whom you would consider remarkable and (2) summarize why (attributes) you believe they are remarkable entrepreneurs.

Use this worksheet to collect your thoughts and be prepared to share back to the entire group.
Assignment. Engage in a conversation with your table mates focusing on the roles that entrepreneurs play in building community.

Collect your list of “roles” and assign someone to report back for the entire group.
**Assignment.** Again put yourself back in your community or a community where you work and focus on the three best arguments you could make to convince that community that investing in entrepreneur-focused development should be a priority.

Collect your own arguments first.
Do some table sharing.
Be prepared to share back with the full group.
Exercise 6
Entrepreneurial Development Systems

**Assignment.** Take a few minutes to summarize your take aways from this session and be prepared to share back.

*Let’s create our own vision of an Entrepreneurial Development System.*
Assignment. Reflect on your community or a community where you work and engage in a conversation with your table mates. Profile the likely entrepreneurial talent present in this community using the form below.

*Use percentages where the total equals 100%.*

<table>
<thead>
<tr>
<th>What is the share of your population that is considering starting a business sometime in their life?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Start Ups?</td>
</tr>
<tr>
<td>Lifestyle?</td>
</tr>
<tr>
<td>Stage 2</td>
</tr>
</tbody>
</table>
Exercise 8
Are You an Entrepreneurial Coach?

**Assignment.** Reflect on your community or a community where you work and engage in a conversation with your table mates focusing on your potential to be an entrepreneurial coach. Are there others in your community that are or have the potential to be an entrepreneurial coach?
Questions & More Information

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The Center for Rural Entrepreneurship’s mission is to help community leaders build a prosperous future by supporting and empowering business, social and civic entrepreneurs. With our roots and hearts in rural America, we help communities of all sizes and interests by bringing empowering research, community engagement and strategy development to you through our many Solution Areas. Our Solution Area Teams empower communities to discover their own answers to the challenges and opportunities they face:

- **Community Development Philanthropy**: Providing research and community engagement strategies that help communities build philanthropic capacity and create development resources now and in the future.
- **Youth Engagement**: Providing tools and a framework for communities to engage young people now and to bring them home in the future.
- **Measurement Research Policy**: Providing the tools to help communities define development goals, measure success and improve outcomes.
- **Entrepreneurial Communities**: Providing a roadmap for communities to design and deliver entrepreneur-focused economic development strategies that work.

To learn more about us, go to [www.energizingentrepreneurs.org](http://www.energizingentrepreneurs.org).

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