

Building the Case For Rural Entrepreneurship

The ABCs of building the case for rural entrepreneurship in your community probably involves the following key steps:

- Becoming aware and getting informed.
- Developing champions and an action team.
- Identifying and connecting with partners.
- Create a community discovery process to get community buy-in.
- Ask local entrepreneurs what they need and help them.

Part 1

Identify the key issues that need to be addressed in your community essential to moving your entrepreneurship game plan forward:

1	
2	
3	
4	
5	

Part 2

Identify key community leaders, organizations or outside partners that could become part of your community's Eship team and game plan:

1	
2	
3	
4	
5	

Building the Case Exercise

Part 3

When you go home, what are the three most important things you need to do to begin building the case for entrepreneurship as a core economic development strategy for your community?

1	
2	
3	

Resources

There are lots of resources that can help you build a case for entrepreneurship in your community. Experience suggests three things that seem to make the most difference:

- Discover and share the research.
- Visit communities having success with entrepreneurship.
- Visit and learn from your entrepreneurs.

The last step is possibly the most important. Visiting and learning about your local entrepreneurs is a powerful discovery exercise. In most communities, we discover that we have remarkable entrepreneurs and great development opportunities right in our own backyard!

For more information on *Make the Case for Entrepreneurship*, check out the RUPRI Center for Rural Entrepreneurship's web site at www.ruraleship.org → Library → Center Research → Entrepreneurship Monographs → The Case for Entrepreneurship.

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