

Write the Vision: Defining the Ultimate End Goals of Ecosystem Building

Ecosystem Building is an emerging field full of new possibilities. This exciting future is being expressed in a wide variety of ways, and no overall shared vision of success has been established.

Your mission, should you choose to accept it...

Answer the question, “To what end?” Describe what success in ecosystem building looks like, and why it is vital to society at large.

Example Solutions

Starting from a blank page can be difficult—the following sample ideas are here to markup, change, and riff on as you determine the deliverable you will start building today.

- Write a vision statement for ecosystem builders to keep them motivated and focused on the big (and long-term) picture.
- Draw an infographic to illustrate what a thriving ecosystem looks like and how it operates.
- Develop a list of talking points articulating the big goals and possibilities of what a successful ecosystem looks like to help ecosystem builders inspire others in their community to join in.

Conversation Starters

Common questions asked by ecosystem builders, that could be explored...

- What are the blue sky goals that entrepreneurial ecosystem building can help our communities and economies achieve?
- When have ecosystems truly succeeded? And when have they failed?
- Do ecosystem builders have a societal imperative to support the creation of more jobs and wealth for more people?
- Does successful ecosystem building require a cultural transformation? If so, why is this cultural transformation important to society at large?
- How will our local communities be different if we succeed at ecosystem building?
- How will our local, national, and global economy be different if we succeed?