

## **Bottom Up, Top Down, Outside In: Engaging Institutional Change-Makers to Achieve Scale**

In many communities, grassroots ecosystem building efforts are disconnected from related institutional activity in the academic, government, and corporate world. Grassroots leaders and institutional partners often see each other as too difficult to engage. But, while the gears of institutions can be big, slow, and hard to turn, once you get them aligned with grassroots efforts and moving together, they can change the world.

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

**Develop ways to identify, establish, and engage institutional changemakers to accelerate the application of their organization's influence and resources toward ecosystem building activity.**

### **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.*

- Develop a list of “5 Ways Institutions Can Accelerate Thriving Entrepreneurial Ecosystems”
- Draft a “Director of Intrapreneurship” job description outlining the role and the responsibilities for institutional change-makers
- Write a top 10 list for finding, engaging and supporting change-makers working inside large institutions that are key to building thriving ecosystems.

### **Conversation Starters**

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

- How do you get institutions pointed in the “right” direction?
- How do we better connect community grassroots leaders and change-makers within institutions?
- How do we find and support change-makers within institutions?
- How will you respond to questions like, “why should I care?” or objections like, “I’m too busy building my business; I don’t have time to talk to institutional leaders”?
- What should these institutional leaders prioritize?