9. RECRUIT THE POLICYMAKERS

DELIVERABLES:

- Name: Interactive Roadmap for Community Builders to influence policy
- Deliverable: Cocktail napkin to help ecosystem builders to translate new ideas for changing world

EAT: entrep. advocacy toolkit
empower your entrepreneurial ecosystem to educate Activate Traumann

INSIGHT:

- An adaptable strategy with tactics and tools to engage key stakeholders (government, entrepreneurs, etc.), shift mindsets, and influence policy for a healthy ecosystem
- Policy makers are asking, What is next sustainable and effective policy tools to seed development
- Tell the story, have an ask, stay in touch
<table>
<thead>
<tr>
<th>Team Member Names</th>
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<tbody>
<tr>
<td>John</td>
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<td>John</td>
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<tr>
<td>Cristine</td>
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<tr>
<td>Bob</td>
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<tr>
<td>Penny</td>
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<tr>
<td>Reagan</td>
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<td>Alice</td>
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<td>Peter</td>
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<td>Brodie</td>
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DESCRIPTION

The Road Map for Community Builders will provide an adaptable strategy with tactics to engage key stakeholders (govt. leaders, entrepreneurs, etc.) around policy, shift mindsets, and build/sustain a healthy entrepreneurial ecosystem.
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<tr>
<th>Deliverable Name</th>
<th>Mission Title</th>
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<tbody>
<tr>
<td>Description</td>
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<td>what are you delivering today?</td>
<td>how does it work? how will it be used?</td>
<td>how will it help ecosystem builders? what systemic issues will it address?</td>
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**Description**

- Roadmap forComm Builders

**Application**

- Comm builders will roadmap as adaptable tool to engage

**Impact**

- Draft strategies of support template to be used by the association

**Team Members**

- who is working on this? include contact info and any future plans or commitments

**Partners & Resources**

- what partners and resources should be engaged going forward?

**Next Steps**

- what should happen next? where would you like to see this go in future iterations?
CONTRIBUTIONS

- Leverage partners
- Access to various rules
- Connect
- Best practices to communicate success
- Cont - long haul investment - growth
- Advocacy
- Education
- Code drafts
- N.N.C.E.A.
- Street level access
- Have done research into regulatory challenges
- Have contacts in Ch stake, SF city and federal Ch office
45

PAIN POINTS

- Silos inside my own organization
- Disconnection at State Level (geography to large)
- "One size fits all" mentality for all cities.
- Making connections into underserved communities
- Hard to get legislators to inform + excite
- Connection to this network
- Persistence

PAIN:
- STRUCTURE
- BARRIERS
- RACE, AGE, GEND, CLINIC, JUST, DRAGILITY

PAIN:
- FEEL GOOD INVESTMENT
- NOT LONG HAUL
PAIN POINTS

- Legacy Bus.
  Community disconnected from entry.

- Lack of knowledge of existing network.

- Projects dropped after governor or legislator term.

- Regulators used to being reactive + slow.
  To be effective, regulators need to learn to be proactive + flex.

- Unions fail to see selves as partners.

- Unions disregarded as partners.

- Flexibility: programs are well defined and lack flexibility to meet individual needs.

- Looking for quick wins instead of patient growth.

- Decision-making: crafting policy requires input from all stakeholders.

- Most resources go to infrastructure + incentives.

- Speed: approval process requires lots of public review and documentation.

- Clarity on specific actions.

- Eco Devo hurts tribal culture + capital.
  - No # poor infrastr - small population.
Local Fed?
State
Funds
Roadmap
a clear description of the why.

PUBLIC CHARTRING RESOURCES

Description of the long range goal.

Research Supported marketing tools.
Governing by Industry

BUILD Relationships
invite, engage, thank

Stop Reflect. Raise.

New measurement tools/economic models

Library of tactics/strategies

Information resources & delivery

Bank of speaking points/statistics/data

LIST of "in-the now" programming teams can be beneficial in day one.

Champion Recognition

Practical Advice on dealing with policy makers/elected officials

Tell the story

THE WHY: Create a successful effort ecosystem

FRAMEWORK METAPHORS

Identity stakeholders impacted by this policy

Concrete stakeholders in person, by phone, or over email to agree on goals of policy changes
The Why: Create a Successful Ecosystem

Framework
- Metaphors

Identity stakeholders impacted by this policy

Converse with stakeholders in person, by phone, or over email to agree on a goal of policy changes

Create Shared Vision

Build
- Empathy

Identify
- Shared values
- Identify wants and needs of key stakeholders

Acknowledge what each stakeholder brings to table

All stakeholders brainstorm (first individually, then together) to search for possible ways to change the policy

Collectively group reviews ideas and identifies a couple to implement

Implementation of strategic techniques

Evaluate response

Identify most effective method

Implement #2 or continue to repeat this process

Refine based on outcomes

Engage decision makers
Tool that is ADAPTABLE

- Identify key players, influence staff
- Need balance of resources for ecosystem support
- Need to build awareness around new economy, metrics for change
- Mindset for success
- How do we tell this story?
- Who?
  - Personal story
  - Conversations/relationships
- Training/support for ecosystems to share ideas, policy makers

**MISSION 2: RECRUIT THE POLICYMAKERS:** Enlisting Government Leaders to Champion Entrepreneurial Ecosystems

**VUS:** Community Builders 

- Rural entreprenuer legislators, stake policy makers

**ROADMAP**

- Community Commission: multi-stakeholder focus
- Letter to entrepreneur to fill in the blanks: stakeholder ready
- Audience: SMEs, industries

**CONTRIBUTIONS**

- Region
- Diverse: Shared Vision, Build Capacity
- Diversity: Shared Vision, Need for Development

**PAIN POINTS**

- Community
- Conversation, community involvement