DESCRIPTION

7 guiding principles for collaborative, building and sustaining healthy ESO relationships.
#11 Build your coalition

## Description
what are you delivering today?

7 guiding principles for building healthy ESO relationships.

## Application
how does it work? how will it be used?

1. Entrepreneurs first
2. Open communication through accessible channels
3. Inclusivity - All voices heard
4. Be an advocate
5. Celebrate wins
6. Build relationships/trust
7. Collaboration instead of duplication

(Insight: Finding solutions to the pain points and barriers of organizing multiple ESOs in a community presents a blueprint for best practices)

## Impact
how will it help ecosystem builders?
what systemic issues will it address?

- Roadmap & Decision making tool
- Directing/guiding entrepreneurs
- Eliminating duplication of efforts

## Team Members
who is working on this? include contact info and any future plans or commitments

- Sam Roach-Gurbar
- Jennifer Skjellum
- Joan Knight
- Julia Young
- Laura Good
- Caron Washington
- Gunda Washington
- Lindsay Simone
- Ginni Harman

## Partners & Resources
what partners and resources should be engaged going forward?

- Universities
- Investors
- Mentors
- Government
- Entrepreneurship
- Accelerators
- Corporations
- Community organizations
- Non-profits

- Event calendars
- Online resources
- Events & programming
- Agencies/Institutional
- Nation-wide
- Think tanks
- Econ. Dev. Agencies

## Next Steps
what should happen next? where would you like to see this go in future iterations?

- Blog/database to continue conversation & collect inputs/data
Resource Hub
Startup Hub
Referrals of talent & startups
Startup digest curator

Find direct connector with underserved populations
Someone who has built trust with the community to make sure all are included.

Government advocacy
Ex. ESO vocab

Collaborating with multiple universities

Online/Distance Learning

Public Events
Ex. Entrepalooza

Cross-marketing on social media
I.e. Sharing content & celebrating wins

56 Contributions
55 Pain Points

- Some groups want to "own" the ecosystem, while keeping them engaged.
- How to introduce the concept?
- Who leads the effort?
- Funding
- Limited funding
- Lack of density in rural areas
- Not helping entrepreneurs to find the right orgs for them
- Not sharing information
- Identifying entrepreneurs
- Governance
- Meetings to discuss collaboration but nothing comes out but more meetings
- Asked for help but provide help - then other org does the same thing - what they want
- Duplicated efforts in the community
- Crediting an entrepreneur's success to a specific support org.
55 Pain Points

- Lack of info about what other groups are doing
- Policy / Regulations
- Policies
- Disagreements in advice for entrepreneurs. i.e. "They told you to do what?!"
- Engaging entrepreneurs to give back to support orgs.
- Scarcity
- Staffing
- Lack of recognition from bigger orgs in town
- Playing field not level
- Lots of new events / programs, groups popping up who have no support and don't reach out to collaborate
- Groups who don't attend other events
- → Lack of resources
- → No formal system to know who is doing what in the community
- Competition between groups for funding / resources
1. Value/ Principle

2. Open communication through accessible channels sharing info.

3. Entrepreneurs first!

4. Inclusivity - All voices heard

5. Be an advocate

6. Deliberables / Insights / Report etc.

7. Celebrate wins!

8. Build relationships / Trust

9. Collaboration instead of duplication
TACTICS of our PRINCIPLES

1) 

2) 
   - Newsletters
   - Slack channels
   - Community calendar

3) 
   - Create proactive introductions (emails, calls, at events)
   - Strategic Planning

4) 
   - Share information about other ESOs
   - Bring in other ESOs when they're absent/-left out at events
   - Develop core messaging for the community

5) 
   - Social media engagement—Post/retweet others
Rough Draft: Guiding Principles

1) Don't be an asshole / golden rule / respect time
2) Share your strengths
3) Communicate using multiple channels
4) Build/Maintain Community calendar
5) Entrepreneurs 1st
6) Inclusivity / open door / equity (all voices)
7) Trust
8) Contribute before you collect
9) LISTEN
10) Engage young people
11) Participate
12) Measure twice, cut once - don't duplicate (minimize)
13) Assessment
14) Be results-driven
15) Be an advocate
12) Measure twice, cut once - don't duplicate (minimum)
13) Assessment
14) Be results-driven

- Be an advocate

16) Yes, and...
17) Build proactive relationships (monthly calls, check-ins)
18) Seat at the table
19) Anyone can lead
20) Celebrate wins (marketing- cross promotion)
21) Pooled resources
22) Make introductions (unsolicited)
23) Empower community/mentors/potential mentors
24) Consistent messaging
25) Engage with government resources + influence policy