

Set the Table: Why Ecosystem Building, and Why Now?

Ecosystem Building is an emerging field at the convergence of two complex activities: economic development and cultural transformation. In many ways, it may feel like a sharp departure from the conventional wisdom, cultural norms, and strategies for success of the Industrial Era. For some this is an exciting new way forward, and for others, a daunting shift away from what they know and count on. Our job as ecosystem builders is to clearly explain why ecosystem building is an important approach to economic development in a way that calms the natural fears of change and invites everyone to join in.

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

Explain why ecosystem building has emerged as a new approach to economic development.

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.

- Design an infographic illustrating the economic shifts that have led to ecosystem building as a new approach to economic development.
- Develop a top 10 list for 'Why Ecosystem Building is the Way to the Future' that will help entrepreneurial community leaders effectively communicate the value and opportunity of this work in an inclusive and approachable way.
- Draft a pocket guide for entrepreneurs to model the ecosystem building culture and inspire others to adopt it as their own.

Conversation Starters

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

- How is an ecosystem building approach similar, different, and in conflict with commonly held approaches to economic development? Are these differences subtle, dramatic, or both?
- How do we define ecosystem building using accessible and inclusive language?
- How important is the cultural transformation that many believe comes with ecosystem building?
- What are the advantages of being part of a ecosystem?