

## **Engage the Whole: Unlocking Talent by Connecting the Disconnected**

Due to significant systemic barriers in communities everywhere, large numbers of citizens, despite their potential, go under-recognized as contributors and remain disconnected from the most important economic opportunities in their ecosystems. Ecosystem builders are well-positioned to connect historically marginalized citizens with the entrepreneurial opportunities in their area, and in the process, break down some of the societal barriers. However, many ecosystem builders are not engaging in this work due to limited time, fear, and uncertainty about where how to start.

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

**Create a set of resources to help ecosystem builders make diversity and inclusion a core imperative of their work.**

### **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 depicting the entrepreneurial journey of a diverse set of under-recognized entrepreneurs and chart out the barriers (visible and invisible) that they face along the way.
- Draft a top 10 list of 'Things You Can Do Every Week to Engage & Support More Diverse Entrepreneurs and Ecosystem Leaders'
- Create an inclusive language guide to help ecosystem builders from all backgrounds employ more accessible communication to engage more entrepreneurs.

### **Conversation Starters**

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

- As ecosystem building emerges as a professional field, how can we ensure inclusion is a priority now, and therefore, integrated into everything we do?
- Knowing that scaling companies has an outsized impact on job and wealth creation, how can ecosystem builders help existing entrepreneurs in disconnected communities grow their businesses and hire more people?
- Beyond 'access to capital,' what barriers can ecosystem builders work to remove to empower more disconnected and under-recognized citizens to pursue their entrepreneurial ideas?