

## **Recruit the Policymakers: Enlisting Government Leaders to Champion Entrepreneurial Ecosystems**

State policymakers (e.g. governors, legislators, state bureaucrats) may possess little understanding of entrepreneurial ecosystems or what is needed to support the entrepreneurs within them. However, government policy impacts local ecosystems in ways that can be beneficial or harmful, and many of policymakers are eager to understand and better support our ecosystems success.

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

**Develop a campaign to educate state and local policymakers about entrepreneurial ecosystems—what they are, why are they valuable, and what government leaders can do to support them.**

### **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.*

- Draft a set of talking points or a short Powerpoint presentation to educate your government leaders and policymakers about the value of entrepreneurship to the economy and how entrepreneurial ecosystems provide value.
- Compile a list of FAQs to help grassroots leaders and institutional change-makers engage with common questions and objections from government leaders.
- Draft a letter addressed to a state governor outlining the importance of their role in supporting a thriving entrepreneurial ecosystem.

### **Conversation Starters**

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

- What is the role of public policy in enabling ecosystems (and the entrepreneurs within them) to thrive?
- How do we respond to questions from entrepreneurs in the community like, “why should I care about state policy?” or objections like, “I’m too busy building my business; I don’t have time to talk to politicians”?
- How can small rural communities influence government leaders when (and especially because) their population are declining? Would your answers to this question apply to other disconnected groups?