

# 9. RECRUIT the POLICYMAKERS

## DELIVERABLES:

Name:  
Interactive Road map  
for Community  
Builders to influence  
policy  
45

Deliverable  
Cocktail napkin  
to help ecosystem  
Builders ~~to~~ to  
translate new ideas  
for change world  
46

EAT: entrep.  
advocacy  
toolkit  
47

empower  
your entre!  
ecosystem  
to Educate  
Activate Transform  
47

## INSIGHT:

An adaptable  
strategy with tactics  
and tools to engage  
key stakeholders (govt.  
leaders, entrepreneurs, etc), shift  
mindsets & influence policy  
for a healthy entrep.  
ecosystem!  
45

Insights  
Policy makers  
are using  
status quo is  
not sustainable and  
ineffective policies  
tools for  
eco development  
46

Tell the story  
Have an ask  
Stay in  
touch  
47

# NAME

Roadmap for Community Builders  
to influence Policy

## TEAM MEMBER NAMES

John

John

Cristine

Bob

Brook

Penny

Reagan

Alice

Peter

# 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.

Deliverable Name:

Mission Title:

Table: 45

## Description

what are you delivering today?

Roadmap  
for  
Comm.  
Builders

## Application

how does it work? how will it be used?

Comm. builders  
use roadmap  
as adaptable  
tool to

engage

## Impact

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

DRAFT BUDGETS  
OF LINE ITEMS  
FOR OPERATIONAL  
COSTS

LETTER OF  
SUPPORT  
TEMPLATE  
TO BE USED  
FOR OBTAINING  
COMMUNITY SUPPORT

PROCESS FOR  
MAPPING GAPS IN  
ECOSYSTEM  
TO JUSTIFY POLICY  
TO SUPPORT  
INITIATIVES

## Team Members

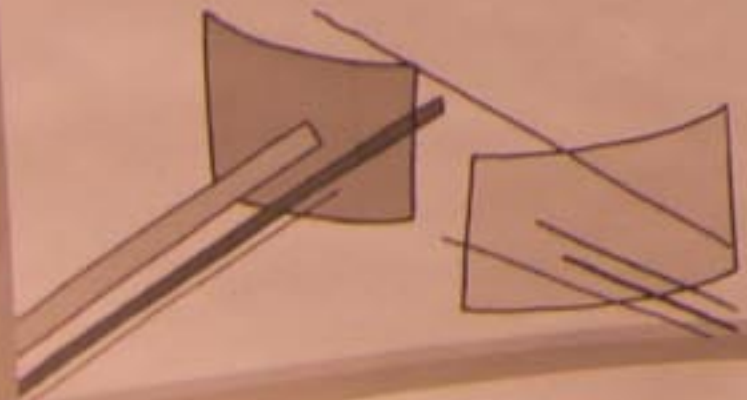
who is working on this? include contact info and  
any future plans or commitments

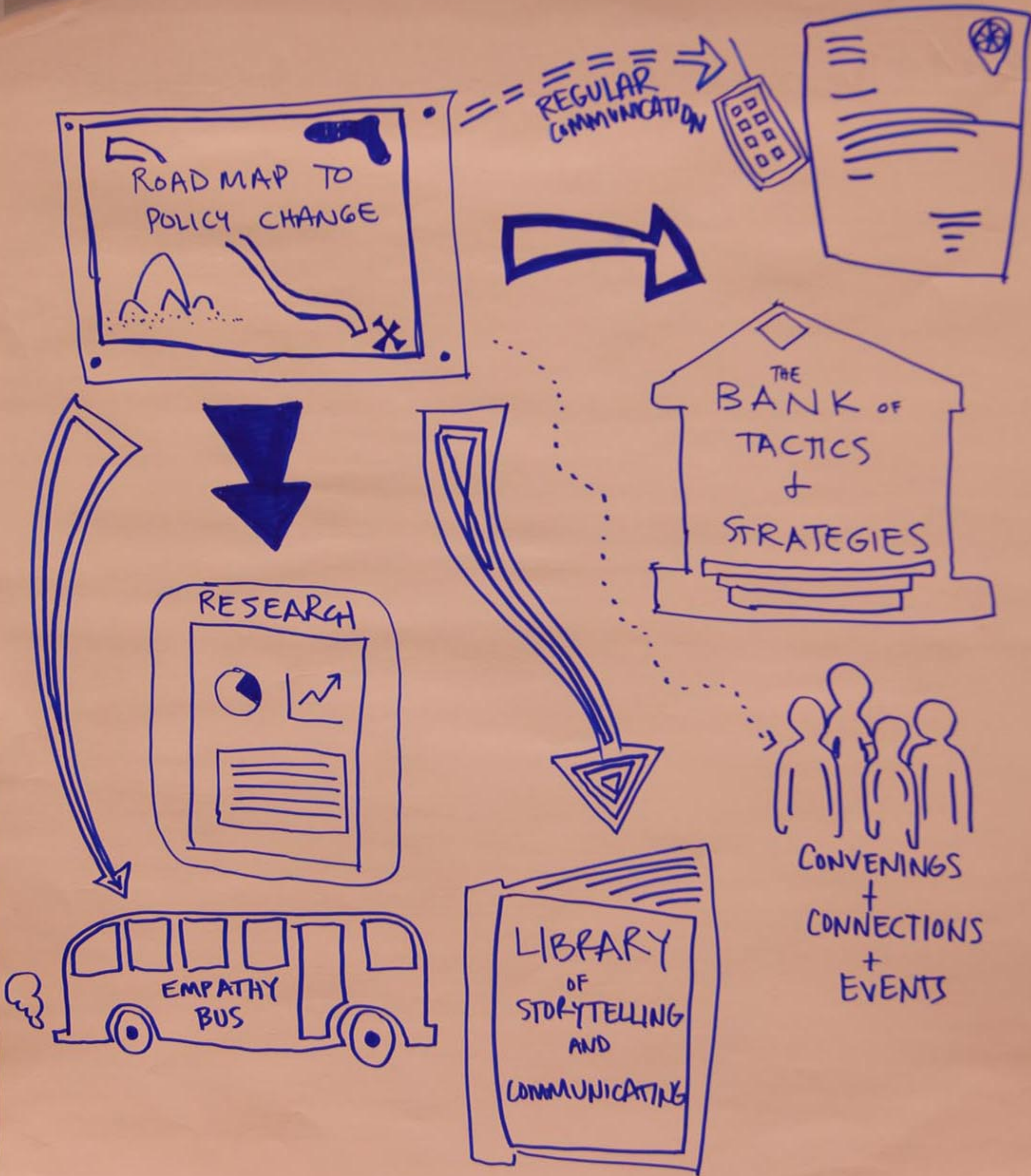
## Partners & Resources

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?





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CONTRIB.  
LOCAL  
COMMISSION  
ON SOCIAL  
INNOV/ENTR.

Leverage  
Partners

# CONTRIBUTIONS

Access to  
various sites.  
A connector.

• LEGISLATIVE  
POWERS /  
TAXING  
AUTHORITY :  
WE HAVE THE  
POWER TO  
REGULATE/ADJUST.

CONTRIB.  
EX (AND)  
MISSION-RELATED  
FOUNDATION  
SUPPORT

Best practices  
to communicate  
success.

CONT -  
LONG HAUL  
INVESTMENT -  
Growth

- Advocacy
- Education
- Code drafting
- N.N.C.E.A.

Street level  
access

Have done research  
into regulatory  
challenges

Have contacts w  
CA state, SF city  
& federal CA offices

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~~XXXXXXXXXXXXXXXXXXXX~~

# PAIN POINTS

Silos  
inside my  
own  
organization

Disconnection  
@ State Level  
↳ Geography  
to large

"One size  
fits all"  
mentality  
for all  
cities.

Making  
connections  
into  
underserved  
communities

Hard to get  
to legislators  
to inform +  
excite.

Some legislators  
think wealth is  
a dirty word.

Connection  
to this  
network

PAIN -  
~~STRUCTURE~~  
BARRIERS  
RACE, AGE, GEND,  
COUNTR. JUST.,  
DISABILITY

PAIN -  
FEEL GOOD  
INVESTMENT -  
NOT LONG  
HAUL

Persistence

45

<sup>PAIN</sup>  
LEGACY BUS.  
COMMUNITY  
DISCONNECTED  
FROM  
ENTREPRE.

Lack of  
Knowledge  
of existing  
network

Projects dropped  
after governor  
or legislator term.

# PAIN POINTS

Regulators used to  
being reactive  
+ slow  
To be effective,  
regulators need  
to learn to be pro-  
active + faster  
Entire regulatory process  
must be changed

Time

~~Knowledge~~  
Knowledge and partici-  
pation of the various  
silos.

<sup>PAIN</sup>  
UNIONS FAIL  
TO SEE  
SELVES AS  
PARTNERS

• FLEXIBILITY:  
PROGRAMS ARE  
WELL DEFINED AND  
LACK FLEXIBILITY  
TO MEET INDIVID.  
NEEDS.

Looking for  
quick wins  
instead of  
patient growth

<sup>PAIN</sup>  
UNIONS  
DISREGARDED  
AS PARTNERS

• DECISION-  
MAKING:  
CRAFTING POLICY  
REQUIRES INPUT  
FROM ALL  
STAKEHOLDERS.

Most resources  
go to infra-  
structure +  
incentives.

- Eco Devo  
hurts tribal  
culture - <sup>capital</sup>  
- NO \$  
- poor infra st  
- small population

• SPEED:  
APPROVAL PROCESS  
REQUIRES LOTS  
OF PUBLIC REVIEW  
AND DOCUMENTATION

Clarity on  
specific  
actions



45

Local  
↳ State  
↳ Fed?  
Roadmap  
A clear description  
of the why.

PUBLIC  
COLLABORATION  
RESOURCE

EXISTING STAKE HOLDERS  
FROM EDUCATION  
SYSTEMS  
UNIVERSITY, & BROWN  
THEY FEED INTO  
EACH OTHER AND  
ENHANCE LOCAL  
COMMUNITY SUPPORT

BUILD  
Relationships  
→ invite, engage, thank

Description  
of the  
long range  
goal.

Stop.  
Reflect.  
Revise.

IDENTIFY  
COMMON  
CORE VALUE  
ACROSS STAKE  
HOLDERS

Events to  
"Walk in  
another's  
Shoes"

Research  
supported  
marketing  
tools.  
↳ Endorsed by  
Industry

New  
Measurement  
tools/economic  
models

Bank of  
tactics/  
strategies

Description of  
regulatory process  
for a policy community  
intends to influence

Information  
resources  
&  
delivery

Library  
of speaking  
points/  
statistics/  
data

DEFINE  
THE METRICS

CHAMPION  
Recognition

LIST OF "IN THE  
BOX"  
PROGRAMMING THAT  
CAN BE BROUGHT IN  
DAY ONE

Practical  
Advice on  
dealing with  
policy makers/  
elected  
officials

Tell the  
story

Team  
#  
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The Why:  
Create a  
successful  
entire ecosystem

Framework  
METAPHORS

Identify stakeholders  
impacted by  
this policy

Convene stakeholders  
in person, by phone,  
or over email to  
agree on goal of  
policy change

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Create  
Shared  
Vision

Build  
EMPATHY

Identify  
Shared  
Values

Acknowledge  
what  
each stakeholder  
brings to table

Identify  
wants &  
needs of  
key stakeholders

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

Collectively group  
refines ideas &  
identifies a couple  
to implement  
~~with the~~

Implementation  
of #1  
strategies  
tactics

Evaluate  
response

Identify  
most  
effective  
method

Implement  
#2 &  
continue to  
revisit the  
process

Refine  
based on  
outcomes

Engage  
decision  
makers

Builders  
Brook

ION  
Builders will  
with tactics  
out: leaders, entrepreneurs, etc.)  
and policy  
in a healthy



VALUE

Tool that is ADAPTABLE

- identify key players <sup>influence staff</sup>
- need balance of resources for ecosystem support
- need to build awareness around new economy → metrics for success
- change mindsets
- How do we tell this STORY?
- WHO?
  - personal stories
- Convenings Relationships <sup>informal</sup>
- training/support for entrepreneurs to share v. eds. / policymakers

**MISSION 9**  
**RECRUIT THE POLICYMAKERS:**  
Enlisting Government Leaders to Champion Entrepreneurial Ecosystems

User: Community BUILDERS  
Rural entre. Legislators  
Prof. Staff Policy makers

ROADMAP <sup>w/ tactics</sup>  
<sup>fr all, risk</sup>  
<sup>change mindset</sup>

Community Commission  
↳ multi-stakeholder  
- focus?

Letter for entrepreneur to fill in the Blanks: Share w/ our needs  
→ w/ personal note

→ audience is STAFF member  
→ an ASK

**9. RECRUIT the POLICYMAKERS DELIVERABLES:**

**INSIGHT:**

EAT: entrep. advocacy toolkit  
empower your entre. ecosystem to Educate Activate Transform

**CONTRIBUTIONS**

- CONTRIB. LOCAL COMMISSION ON SOCIAL INNOV/ENTR.
- Leverage Partners
- ACCESS TO... (orange)
- LEGISLATIVE POWERS/POLICY PRIORITY: WE HAVE THE POWER TO REGULATE/MOTIVATE.
- CURRIC. EX/AMTS. MICHIGAN-ROBATE FOUNDATION OR SUPPORT
- Best practices to communicate messages.
- CONF. LOCAL SMALL INVESTMENT - GROWTH
- Advocacy - Education - Code drafting - M.C.E.A.
- Start level access
- Have an ecosystem with industry challenges
- Have expertise in state, state & local context

Local State Fed?

Public Council Building Resources

BUILD Relationships  
→ invite, engage, thank

Stop, Reflect, Revise.

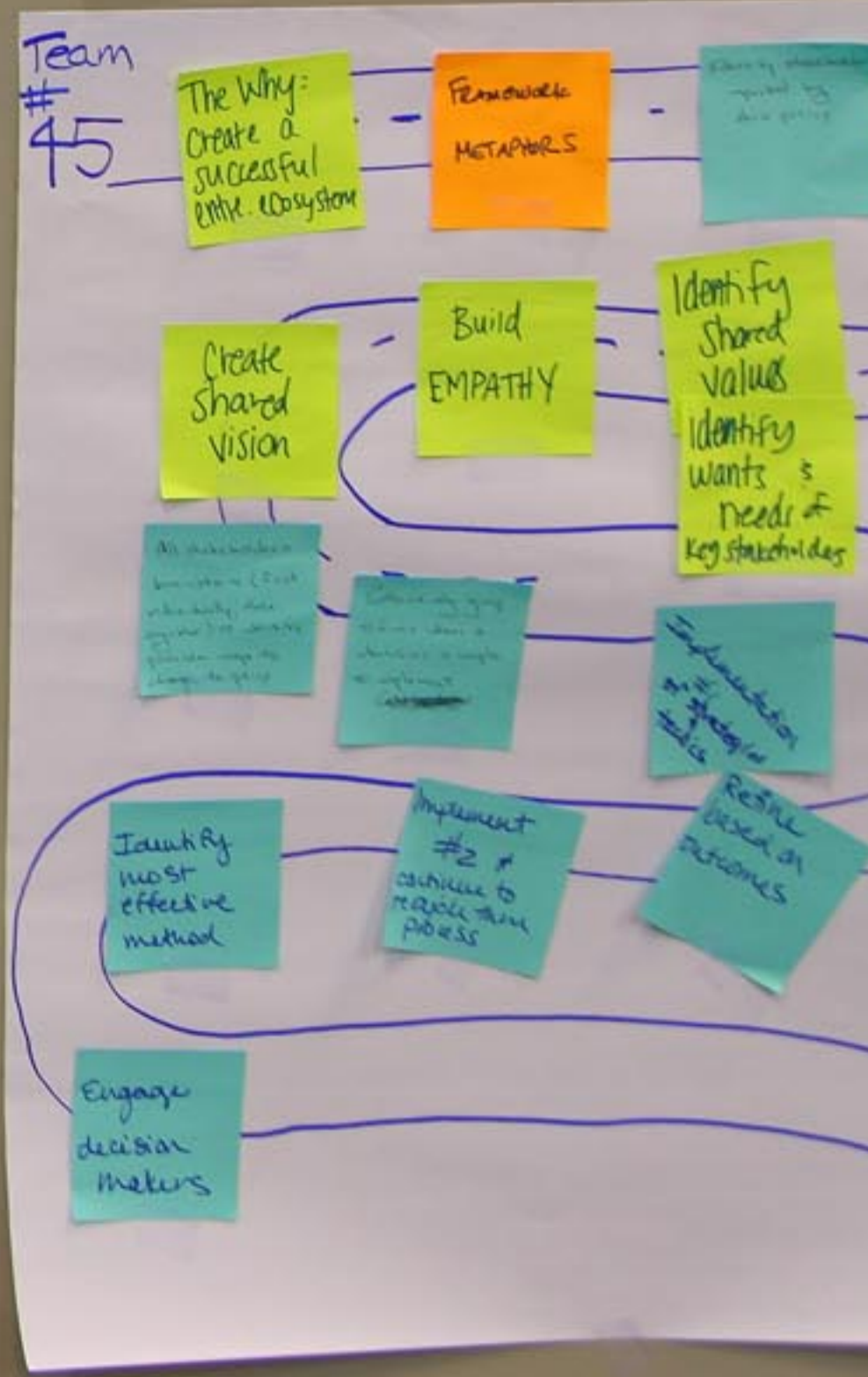
Research Supported marketing tools. Sponsored by Industry

DEFINE THE METRICS

CHAMPION Recognition

New measurement tools/economic models

Information resources & delivery



**PAIN POINTS**

Lack of knowledge or existing network

Projects aligned with government or legislative team