

# DRIVING ECONOMIC GROWTH THROUGH ENTREPRENEURSHIP ECOSYSTEMS: A PROGRAM FOR PUBLIC AND PRIVATE SECTOR LEADERS



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## DEVELOPING PRACTICAL GROWTH PROGRAMS FOR YOUR REGIONAL ENTREPRENEURSHIP ECOSYSTEM

Despite the recent global economic crisis and seismic marketplace shifts, there have been surprising examples of regional economic growth in various hot spots around the world, with entrepreneurship as one of the driving forces. These pockets of regional dynamism have been paralleled by an emerging global consensus among governments, municipalities, and business leaders that growth entrepreneurship is one essential element of a regional strategy for prosperity and economic development.

Despite this increased focus by public and private leaders, there remains confusion surrounding what cultures, regulatory frameworks, funding mechanisms, and educational activities are effective, sustainable, and will ultimately drive growth.

To address this need, our new program, Driving Economic Growth Through Entrepreneurship Ecosystems provides an in-depth understanding of the conditions public and private sector leaders must foster in order for growth entrepreneurship to flourish in any region, and will help those leaders make better decisions to foster that entrepreneurship.

## THE POLICIES, STRUCTURES, PROGRAMS, AND CLIMATE THAT FOSTER GROWTH ENTREPRENEURSHIP

Built on the experience of Babson's Entrepreneurship Ecosystem Project and its ongoing projects in Scandinavia, Latin America, and the United States, this program focuses on growth entrepreneurship, moving beyond conventional support for small business, self-employment, or micro-enterprise. The Driving Economic Growth Through Entrepreneurship Ecosystems program explores how leaders can integrate the entrepreneurship drivers such as policy, markets, finance, human capital, culture, and institutional supports, that must come together to provide an environment in which ventures can grow, not just be started.

This 2½-day executive education program from Babson College, the world's leading institution for entrepreneurship education, takes a fresh and practical multistakeholder look at fostering entrepreneurship. Public and private sector leaders will work to develop new action plans for formulating and implementing policy through the most advanced concepts, methods, cases, and practice available.



BY FOCUSING ON THE FACTORS THAT DRIVE GROWTH ENTREPRENEURSHIP, PARTICIPANTS WILL IDENTIFY AND PLAN FOR SPECIFIC PROGRAMS FOR FOSTERING A GROUND-UP ENTREPRENEURIAL ECOSYSTEM.

## PROGRAM TOPICS INCLUDE:

- » AVOIDING COMMON MISTAKES IN PUBLIC SUPPORT OF ENTREPRENEURSHIP
- » CLARIFYING THE DIFFERENCES AMONG ENTREPRENEURSHIP, MICRO-ENTERPRISE, SME POLICIES, STARTUPS, AND SCALEUPS
- » SETTING ENTREPRENEURSHIP OBJECTIVES AND MEASURING OUTCOMES
- » ASSESSING THE STRENGTHS AND WEAKNESSES OF THE ENTREPRENEURSHIP ECOSYSTEM
- » LEARNING THE DIFFERENCES BETWEEN BEST PRACTICES AND BEST PROCESSES
- » PLANNING AND IMPLEMENTING ENTREPRENEURSHIP POLICY ACTION PROGRAMS
- » DEVELOPING EFFECTIVE PUBLIC MESSAGING AND DIGITAL COMMUNITY BUILDING TO SUPPORT GROWTH ENTREPRENEURSHIP
- » INCREASING THE EFFECTIVENESS AND COORDINATION OF VARIOUS ENTREPRENEURSHIP DEVELOPMENT AGENCIES
- » CLARIFYING THE DO'S AND DON'TS OF USING PUBLIC FUNDING IN ENTREPRENEURIAL FINANCE MARKETS

## A GROWTH-FOCUSED ENVIRONMENT

In an innovative and collaborative environment, participants explore and apply the newest perspectives on entrepreneurship ecosystem development. Through field-tested methodologies and tools, recent case studies from regions around the world, attendees gain a deep and broad understanding of the nature of entrepreneurship ecosystems and the entrepreneurship ecosystem mindset.

## PERSONALIZED EXPERIENCE

Developed for a broad range of participants, including public sector, private sector, nonprofit, and education, Driving Economic Growth Through Entrepreneurship Ecosystems helps leaders gain the insights and develop action plans that any region requires to foster and cultivate a robust entrepreneurship ecosystem. Through assessments of each participant's entrepreneurship ecosystem, simulated ecosystem development, action-planning sessions to identify and activate the entrepreneurship stakeholders, and exercises to establish measurable entrepreneurship development objectives, attendees build the thought and action leadership skills to design and implement entrepreneurship development pilot programs back home in their unique cultural, political, and economic settings.



# AN ENTREPRENEURSHIP ECOSYSTEM IS A NEW WAY OF THINKING ABOUT ECONOMIC GROWTH

## GLOBALLY RECOGNIZED FACULTY LEADERSHIP



Daniel Isenberg is the founding executive director of the Babson Entrepreneurship Ecosystem Project (BEEP), an innovative project established to help regions around the world create the policies, structures, and climate that foster growth entrepreneurship. Isenberg has been a professor at Harvard and Columbia, and is a lecturer at Harvard's Innovation for Economic Development program. He also has been an entrepreneur and venture capitalist, a global angel investor, and has advised policymakers in more than a dozen regions. Isenberg is a popular *Harvard Business Review* author, and is the author of *Worthless, Impossible, and Stupid: How Contrarian Entrepreneurs Create and Capture Extraordinary Value* (Harvard, 2013). He is a frequent participant at Davos, a member of the World Economic Forum's council on Fostering Entrepreneurship, and has twice keynoted G20 events. He earned his doctorate in social psychology from Harvard University. In 2012, Isenberg was

awarded the Pio Manzu Gold Medal for "pioneering and innovative work in economic development," signed by former Soviet Union President Mikhail Gorbachev.



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