

Sirolli Institute InternationalSM

Enterprise Facilitation[®] Key Principles

Economic Development Walks On Two Legs

- First leg is usually well developed - Deals with infrastructure, financing, educational resources, creating an appealing environment to attract people and businesses
- Second leg is where The Sirolli Institute adds value - Concentrates on capturing the creativity and resources of local entrepreneurs. Enterprise Facilitation[®] can help insure projects undertaken by a community are of long-term benefit - Downtown beautification has little value when your downtown is riddled with empty storefronts

Most Compelling Reasons To Use Enterprise Facilitation[®]

- Process been replicated successfully all over the world in entirely different locales, with many different types of people. It can be successful anywhere because the concept is simple, cost effective and easily understood
- Local and regional economies are diversified by guiding and supporting entrepreneurial endeavors, as well as addressing the needs of existing businesses
- Since the inception of the first Enterprise Facilitation site, the process has generated thousands of jobs and millions of dollars in revenues and resulted in hundreds of new, expanded and revitalized local businesses with ongoing sustainability rates averaging as high as 93 percent

Enterprise Facilitation[®] Builds Business...And Communities

- Enterprise Facilitation increases the number of jobs and businesses, both new and retained or expanded through entrepreneurial development
- By adhering to the principles of **The Trinity of Management[®]**, prospective entrepreneurs are guided through the process necessary to assemble an effective business team, in order to equally address product, finance and marketing - Thus they are far more likely to sustain a business venture – Additionally, by providing confidential services at no cost to entrepreneurs, the process steers individuals and lenders away from unnecessary speculative risks, meaning businesses that shouldn't be started, won't
- It builds the social fabric of a community, by bringing together groups of people that might not ordinarily come into contact and gives them a reason to interact - Truly enabling communities from the inside, out

When Funders Invest In A Community, The Community Invests In Itself

- Communities must provide an investment of matching funds as part of the process, thereby strengthening their level of commitment to the process
- Each volunteer Local Board of Management is comprised of 40-50 business people and civic leaders, who assist the paid Enterprise Facilitator by providing expertise as needed
- By focusing on local talents and motivations, businesses expand and are retained within their region - It is from within these businesses that communities shall secure long-term economic livelihood, and maximize taxpayer investment

Sustainability Through Diversification

- Communities stand to make enormous gains through Enterprise Facilitation, as the process focuses on creating new jobs rather than concentrating solely on the areas of business relocation, retention and expansion
- Cultivating a community's own entrepreneurial talents not only promotes community development and expands the tax base, but as these businesses tend to grow and thrive in the area where they were started, individuals and communities are not left facing an uncertain economic future when a major employer leaves town in search of new tax incentives or cheaper labor.