An Untraditional View of Measurement

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We’ll Talk About

- Audience
- Who’s at the table
- Types of businesses
- Serving entrepreneurs
- Silos
- Culture
Identifying Primary and Secondary Audiences

- Start-ups, growth and large businesses
- Funders
- Service providers
- Economic developers
- Educators
“What will be our common language to foster entrepreneurship to grow our economy?”

“Can we agree on common objectives for entrepreneurship?”

“Can entrepreneurship help us be more globally competitive?”

“Can entrepreneurship help us get safer or more profitable returns?”

“How can entrepreneurship generate dignified jobs, inclusion, and a broader tax base?”

“How can we get the most synergy out of our entrepreneurship activities?”

“How can entrepreneurship help our faculty, students and alumni?”

“How can entrepreneurship help us reach new and bigger audiences?”

“How can entrepreneurship best achieve our mission while becoming self-sustaining?”

“Can we align our visions of entrepreneurship?”
Measuring Inclusiveness

Dealing with Disparate Audiences

• Traditional versus new thinkers
• Different cultures
• Who is around your table?
Measuring Business Types

IT TAKES ALL TYPES OF ENTREPRENEURS . . .

- 71% MICROENTERPRISE
- 25% MAIN STREET
- 3% INNOVATION-LED
- 1% SECOND STAGE

*Based on the demographics of Kansas City entrepreneurs

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Not all Businesses are Created Equal

External Market Entrepreneurs
- Serve beyond local market
- Intent and capacity to grow significantly
- Increase the volume of income into the region

Local Market Entrepreneurs
- Serve within local market
- Growth potential limited to market area
- Increase the velocity of money circulating within the region
One Size Does Not Fit All

• Each audience has different
  – Needs
  – Methods of learning
  – Ways they communicate
  – Cultures

• Are your service programs balanced?
Start-Ups & Early Stage

• Hungry for information and education
• Easier to reach them and get their attention
• Operational more than strategic
• One-to-many programs work well
Growth Companies

• More strategic than operational
• Expanding teams and markets
• Challenging to reach
• Rely on trusted sources
• Peer-to-peer is important
• Need to feel loved – show the love if you’re counting jobs
I Just Want to Count!
More Is Not Always Better

• Trip over each other
• Compete for audience
• Compete for attention
• Compete for money
• Confuse everyone
How Silos Form

• We’re excited, so let’s get to it!
• Let’s all go do our own thing!
Who Do They Hurt?

• Entrepreneurs
  – Confused about who does what
  – Often still not served

• Funders
  – More requests and more confusion

• The silos themselves
  – Audience and money spread thin
  – More competition
Measuring Silos

• Asset mapping
  – Where is the overlap?
  – Who will come to the table?
  – How will they work together?
  – What is the plan?

• Accountability
  – Who/what will keep leaders accountable?
  – How do you reward partnerships?
  – How do you affect those who will not partner?
ESTABLISH A STRONG CULTURE
What is Culture?

A feeling of inclusiveness, trust and passion that bolsters change, innovation and the desire to make a significant difference.
How Do You Measure A Feeling?
Can It Really Be This Easy?

*Scale Up Growth Barometer™*

- Three Questions:
  - Is Cleveland a good place for growing a business? YES/NO
  - Is Cleveland getting better or worse as a place for growing a business? YES/NO
  - Are you a business owner or a professional who works with businesses? YES/NO

- The above questions have been piloted about 200 times and the results appear to be meaningful.
How Would Your Community Answer?
Which is More Important?

*Both are Critical*

- Measuring tangibles makes a difference to funders, the press and in telling your story
- Untraditional measurements and the softer side make a difference in sustainability
What is the Conversation Where you Live?

Thank you!