LCN
LOUISIANA COMMUNITY NETWORK

Creating a Community that Encourages Innovation, Entrepreneurship & New Business Start-ups

OVERVIEW

Module #7 – Creating a Community that Encourages Innovation, Entrepreneurship & New Business Start-up programs include all steps in the community development process (see box to the right). Entrepreneurs and new business start-ups are some of a community's most important assets. Small businesses represent 75% of the net new jobs in the US. Where new external investment is difficult for various reasons, encouraging and nurturing new small businesses may be the best way to further develop a community's economy.

Who should use this module?
- All communities should use this module, no matter the size.

How can the information in this module benefit your community?
- Learn how to increase the number of entrepreneurs and new businesses by creating an innovation welcome environment.
- Training a community's leaders on ways to assist local entrepreneurs and thereby make their communities more competitive. Communities with successful small businesses are more likely to capture new investment.
- A step-by-step process that communities can follow to improve their entrepreneurial climate.
- Entrepreneurs and new business start-ups can make location decisions just as any business can do. They need a competitive location to grow their businesses as described in this module.
- One-size does not fit all in creating an entreneurial environment. Communities can learn how to adapt to their circumstances just as the case study communities have done successfully.

SUMMARY OF THE COMMUNITY DEVELOPMENT PROCESS

ORGANIZE
Organize the group
Define the mission
Identify stakeholders

ANALYZE
Collect information
Analyze findings

COMMUNICATE
Keep public informed

PLAN
Expand organization
Identify leadership
Establish a plan
Create vision statement
Develop strategic plan

IMPLEMENT
Begin programs
Seek early successes

EVALUATE
Review and adjust

CELEBRATE
Publicly celebrate
Recognize citizen efforts

SUSTAIN
Create new goals

www.LouisianaCommunityNetwork.org