



# A Kansas Success Story



## Enterprise Facilitation® from the Sirolli Institute growing communities one entrepreneur at a time

### Economic Development and Enterprise Facilitation

Entrepreneurs follow their dreams bravely, but they battle long odds. The statistics tell the hard truth: in North America, 80 per cent of start-up businesses fail within their first year of operation.

Enterprise Facilitation enhances conventional economic development, but it's a different approach with different outcomes. It's the Sirolli Institute's time-tested method for creating and empowering entrepreneurs, for building community capacity. And it delivers...big time. The good folks in Kansas know all about it.



### Proven results

Since 2002, five Kansas projects involving 28 counties have begun using Enterprise Facilitation. The results have been spectacular:

- 94 per cent of the businesses started in these projects are still active in 2007
- each project averages 10 to 15 business startups annually, producing 40 to 60 new jobs each year per project
- all this on an annual budget of \$75,000 to \$90,000 per project, an average of about \$2000 invested per job created
- in 2007, the Kansas state government recognized the success of Enterprise Facilitation by passing legislation providing up to 30 per cent of ongoing annual funding for the five projects
- with over 20 years of proven best practices in Australia, the United Kingdom, Canada and the USA, Enterprise Facilitation projects around the world retain an average of 80 to 90 per cent of new businesses after five years.



## Why does it work?

Why can Enterprise Facilitation produce results so dramatically different from conventional economic development?

- 1. A methodology based on people.** Economic development has to walk on two legs. Conventional economical development focuses on infrastructure, the first leg. Enterprise Facilitation complements infrastructure by capturing the passion, intelligence and resources of people – the crucial second leg.
- 2. Community-driven projects.** Projects can only start at the invitation of community leaders, where local boards take “ownership” by committing funding and volunteer support. Enterprise Facilitation runs on the collaboration of neighbours, not boardroom theories.
- 3. The Trinity of Management®.** All businesses comprise three basic functions – production, marketing and financial management – and nobody has the innate ability to handle all three alone. Enterprise Facilitation helps entrepreneurs find help with the business functions outside their natural skill set.

## The Process

The enemy of the entrepreneur is solitude; Enterprise Facilitation provides the alliances an entrepreneur needs. Here's how it works:

- Leaders invite the Sirolli Institute into the community, committing local funding (often matched by government sources, as in Kansas) and volunteer resources to a 30-month apprenticeship.
- With coaching from the Sirolli team, civic leaders, community professionals and economic development practitioners form a local Board of Management, which in turn hires a Enterprise Facilitator.
- With the board providing outreach, advice and access to resources, the Enterprise Facilitator meets clients at their invitation and on their turf, frequently at kitchen tables, cafes and business offices of the community.
- The Enterprise Facilitator delivers competent, professional service to local entrepreneurs. It's
  - » Confidential
  - » Timely
  - » At no cost to the entrepreneur.

## The Sirolli Institute

Dr. Ernesto Sirolli pioneered Enterprise Facilitation in 1985 in Western Australia. The Sirolli Institute is a non-profit, global education and training organization of professionals with a wealth of experience in economic development and Enterprise Facilitation. Their mission: to promote economic and community revitalization by capturing the passion, intelligence, imagination and resources of local entrepreneurs.

*For more information about the Sirolli Institute, Enterprise Facilitation and the Kansas story, go to [www.Sirolli.com](http://www.Sirolli.com).*

