

Appreciative Inquiry Worksheet 1: Defining the Positive

Interview a person you don't know using the following suggestions.

1. Tell me about a time you felt really good about how your community was supporting an existing local business or helping someone start a business.
2. What was it about that situation that made that support so successful? What factors contributed to that success?
3. If you could be even more successful in supporting and generating entrepreneurship, what would that look like? What would the community be doing? How? Who would be involved? What would success look like?

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Worksheet 2: Discovery Stories

1. In your small group, share the results of your interview in regard to **what is working and how**. Give each person a chance to share what they learned from their story and then discuss what you heard. Identify common patterns, themes or values. Share any insights you developed from the conversation.
 - a)
 - b)
 - c)
 - d)
 - e)
 - f)
 - g)
 - h)

2. What is it that is working well in this work? Be prepared to share a few insights with the larger group.

Appreciative Inquiry Worksheet 3: Dream Stories

1. In your small group, share the results of your interview in regard to **what it would look like if we could do even better**. Give each person a chance to share what they learned from their story and then discuss what you heard. Identify common patterns, themes or values.
 - a)
 - b)
 - c)
 - d)
 - e)
 - f)
 - g)
 - h)

2. As a group develop a **poster or picture** that illustrates your dream for the future. Also develop a **provocative proposition** to move the community from where it is today to the future you have envisioned. Provocative propositions describe a desired future. For example, one that came out of another training session was "No Child Left Behind Without A Business Plan".

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Worksheet 4: Designing the Future

Ask yourselves as a team: Is the community structured to move forward in this work? Use the **Asset Mapping Tool** to assess your capacity for moving forward.

Entrepreneurial Asset Mapping Tool

Starting with the **Entrepreneurial Assets Checklist**, check off all the programs and resources available in your community and region. Then complete a worksheet for each of the main categories in the checklist. Start with the **Entrepreneurship Programs Worksheet**, proceed to the **Business Services Worksheet** and then on to the **Capital Programs Worksheet**. Try to be specific and identify known resources that fit into the categories within the checklist.

Entrepreneurial Assets Checklist

Entrepreneurship Programs

- Mentors/Peer groups
- Self-Awareness assistance
- Assessment of business skills
- Training, e.g., how to start a business classes
- Marketing assistance
- Business plan development
- Feasibility studies of a business concept
- Technical assistance, e.g., one-on-one assistance with business challenges
- Specialized assistance, e.g., export assistance

Business Services

- Accounting
- Legal
- Human resources
- Information technology
- Financing
- Business transfer planning
- Production
- Marketing
- Market identification & development

Capital

- Financial literacy
- Micro lending
- Revolving loan funds
- Commercial lenders
- State/Federal program linkages
- Angel investors
- Seed capital
- Venture capital

Business Services Worksheet

Accounting	Legal
Human Resources	Information Technology
Financing	Business Transfer Planning
Production	Marketing
Market Identification & Development	Other?

Note: Not all business services are equal. Some services can address basic needs such as financial bookkeeping while others can handle the complicated issues of business transfer planning. One way to assess the capacity of the service is to look at the kinds of clients it serves. Clients with complicated and sizeable business structures suggest that the business service has higher capacity levels.

Entrepreneurship Programs Worksheet

Mentor/Peer groups	Self-Awareness assistance
Assessment of business skills	Training(1)
Marketing assistance	Business plan development
Feasibility studies of a business concept	Technical assistance (2)
Specialized assistance (3)	Other?

(1) Examples of training programs include FastTrac, NxLevel, REAL, Core Four and other similar programs.

(2) Examples of technical assistance programs include manufacturing extension, cooperative extension, Small Business Development Centers, SCORE, and programs associated with incubator facilities.

(3) Examples of specialized programs include the technology transfer and commercialization programs at universities, the Import/Export Bank, and e-commerce programs.

Capital Programs Worksheet

Financial literacy (1)	Micro lending
Revolving loan funds	Commercial lenders
State/Federal program linkages	Angel investors
Seed capital	Venture capital
Other?	Other?

(1) Financial literacy relates to the entrepreneur's knowledge and experience with various forms of capital and financing arrangements. Strategies to help entrepreneurs become more capital aware are critically important.

Note: Chances are that multiple capital resources exist. Whether private or public, these resources are often complicated to use and challenge the entrepreneur. Creating help within the community to assist the entrepreneur to work through the red tape of these programs is important to building a capital rich environment.