

Steps for Making the Case

This activity is designed to help you think through how you will share information about energizing entrepreneurs with others back home. Strategies for addressing the needs of entrepreneurs are often not considered in traditional economic development approaches and therefore may take some education and persuasion.

Use these questions to help you make the case.

1. What person or people will you tell about energizing entrepreneurs? What is your relationship (authority) to them?
2. What can you say about focusing in on the entrepreneurship strategy that will make your listener care about the strategy?
3. What obstacles or objections do you expect to encounter?
4. How will you overcome those obstacles?