



Plainview Convention and Visitors Bureau

3-day Enterprise Facilitation[®] Retreat

**Plainview, TX
June 23-24-25, 2009**

Why, with such high failure rates for small business, should civic leaders consider an investment in local people's ideas?

Current economic conditions dictate fiscal responsibility. An investment in local people is cost-effective and - when coupled with the Sirolli Institute's Trinity of Management[®] theory - results in robust enterprises with long life lines. This has prompted the Sirolli Institute and the WestTex Allied Communities Enterprise Facilitation[®] project to invite civic leaders and practitioners to the:

Enterprise Facilitation[®] Retreat

Delivered by Dr. Ernesto Sirolli, the Retreat is an intense educational experience exploring Enterprise Facilitation in more detail. Ernesto will be accompanied by **Laura Hardin (Enterprise Facilitator) and Bret Mills (Chair) of the WestTex Allied Communities Enterprise Facilitation** project. A field visit to their communities will enhance your learning experience and allow you to see Enterprise Facilitation at work!

WestTex Allied Communities, Texas

Since June, 2005 Laura Hardin has visited with over 200 people in Lamb and Hockley Counties about starting businesses. They have helped start or expand 29 businesses, created 65 jobs, and helped retain 16 jobs.

90% of these businesses are still open.

How do you harness the passion of a community? This is your invitation to find out.

25% EARLY BIRD discount if booked by May 20

Thirty years ago, Ernesto Sirolli began his work in political science searching for an answer to a fundamental question:

"What mechanism needs to be in place to allow the greatest number of individuals to become self-fulfilled?"

Enterprise Facilitation, the local economic development approach that the Sirolli Institute advocates, is the result.

With *Enterprise Facilitation* the Sirolli Institute teaches civic leaders how to establish a program that transforms individual passion and citizenship into rewarding and sustainable local enterprises. It is a client centered, management coaching method made available to self-motivated individuals with a bona fide business idea. It is low-cost and locally managed, complementing strategic infrastructure development and enhancing the use of all business related resources already available in the community.

It succeeds by combining personal motivation and sound management principles to spur entrepreneurship and, by consequence, influencing economic development. Over the past 2 decades, *Enterprise Facilitation* has demonstrated that the provision of caring, competent, dedicated advice and support to entrepreneurs is as important as the development of physical infrastructures to the development of a stable and successful economy.

Rationale

This is because true economic development walks on two legs. The first one is concerned with the creation of infrastructure for development but the second one has to deal with building the capacity of people to utilize such infrastructures. If it is true that without roads, communication, transportation, energy, land, etc. it is difficult for the community to survive and for local enterprise to take place then it is also true that, no matter how sophisticated the local infrastructures may be, without people using them, they are useless. *Enterprise Facilitation* is therefore the "second" leg to economic and community development that complements the strategic one and helps in optimizing all available resources.

The Retreat will focus on the principles upon which the work at the Sirolli Institute is based. In addition to the philosophical perspective, we will share the practice—a simple but effective management coaching approach that encourages entrepreneurs to form passionate and competent management teams before they seek finances and technical assistance. The rationale for the approach is that it is impossible to find a single entrepreneur who is equally passionate about the three major areas of business - production, marketing, and financial management. Perfected over the last two decades, these coaching tools prove to result in a much higher success rate for business.

- **New business success rates averaging over 80%...Some exceeding 95%**
- **10-20 new businesses started on average each year per region of 15,000 pop.**
- **Average cost per new job created is less than \$3,000**

Finally we will share the process, explaining the civic environment necessary for Enterprise Facilitation to be implemented and ultimately sustained.

Participants will:

- Learn the philosophy and practices of Enterprise Facilitation
- Differentiate Enterprise Facilitation from other economic development models
- Clearly explain the *two legs of development*
- Identify tools and resources for client development
- Understand a never-initiate, never-motivate attitude
- Identify techniques to focus on people, not programs
- Identify the value that entrepreneurs contribute to the prosperity of the local economy

Enterprise Facilitation has the potential to transform economic development approaches for America's smaller communities, who often lack the resources and funding to compete with larger cities in the economic development game. Enterprise Facilitation offers a home-grown approach to not only foster entrepreneurship, but to re-generate community spirit. Entrepreneurs are civic leaders, and their engagement, both as business leaders and civic voices, will help revitalize local communities.

Erik Pages, Policy Director, National Commission on Entrepreneurship

DAY ONE: THE PHILOSOPHY—USING THE FACILITATOR APPROACH

Module 1: Background

The morning of this very important first day will be dedicated to creating the personal and social environment necessary for true communication and learning to occur. Participants will be encouraged to share their *passions* in life and to describe to others how *beautiful* they are both as individuals and as civic leaders. The aim of the exercise is to discover that concerned civic leaders share common visions and hopes for their communities.

Outcome 1-1: By the end of the morning's activities, the participants will have gained the respect of their peers and an understanding of the intelligence and passion that bonds them.

Outcome 1-2: The presenters will have gained an understanding not only of the personalities and values of the participants, but of the social and economic conditions present in their communities. Such information will be necessary to better communicate the benefit of Enterprise Facilitation in the sessions to come.

Module 2: Sharing the Philosophical Foundation of Enterprise Facilitation

The afternoon of Day One is dedicated to gaining an understanding of the intellectual underpinnings of Enterprise Facilitation. The participants are asked to read and summarize short articles by a number of writers from different disciplines and historical periods. Economists, sociologists, psychologists and social commentators are thus introduced to the participants. What emerges from the readings is an understanding of the concept of responsiveness and its foundation in human potential and the intrinsic *wish to grow*. To make the afternoon compelling, a common exercise is organized that leads to a co-operatively reached definition of Enterprise Facilitation.

Outcome 2-1: Participants achieve a deeper understanding of the philosophical underpinnings of Enterprise Facilitation.

Outcome 2-2: Participants are gently pushed out of their comfort zones by “lecturing” the group on a subject that is not familiar to them. This prepares them to share thoughts and opinions in a more direct way by being accepted, and accepting, of others’ shortcomings.

DAY TWO: USING THE ENTERPRISE FACILITATION APPROACH

Module 3: The Role of the Enterprise Facilitator

The principle of *responsiveness*, discussed and understood on the first day, obliges the practitioners of Enterprise Facilitation to reconsider their role vis-à-vis the clients. It requires discipline to *never initiate* the relationship with the client and to *never motivate* them to do what *we* wish for. How to work in the community in a responsive way is discussed together with the concepts of accessibility, visibility, and confidentiality.

Outcome 3-1: By the end of this module, the participants will have gained a clear understanding of the meaning and the implications of being *responsive*. They will be able to start applying the concept to their own circumstances, careers, and communities.

Module 4: The Tools for Counseling Clients

The *tools* of the *Family Doctor of Business* are introduced and discussed. The Enterprise Facilitator only works with individuals who ask for their help. But when called upon, the Enterprise Facilitator is no longer passive; rather he/she acts as a *family doctor* when called upon. Namely, the Enterprise Facilitation diagnoses what is wrong with the patient and suggests a remedy. Enterprise Facilitators’ diagnostic tools are introduced and their uses are explained. Great emphasis is placed on the *Trinity of Management*[®] concept and its implication for the success of new and expanding businesses.

Outcome 4-1: At the end of this module, the participants will start to integrate the philosophical and the practical side of Enterprise Facilitation and start to understand the importance of a discipline that provides not only respect for the clients, but also the intellectual means to help transform *their* dreams into viable, and vastly more resilient, businesses.

Module 5: Practicing the Tools in Small Workshops

This session is organized with the assistance of the participants who volunteer to use the tools in *mock up* sessions. Personal, family, and friends’ experiences are used to show how the *Trinity of Management* could and/or should be used to help the venture succeed. The tools are used in a group setting to encourage discussion and debate.

Outcome 5-1: By the end of Day Two the participants will start to integrate all the new learning into a cohesive picture of what Enterprise Facilitation truly is. Participants will be able to apply the simple but effective methodology to commercial and social enterprises.

DAY THREE: CAPTURING THE PASSION OF CIVIC LEADERS

Module 6: Community Role, Readiness, and Capacity Building

Communities have many choices in deciding what economic development initiatives are appropriate. This module describes the *two legs of development* and the relationship between *strategic* and *responsive* in local economic development.

Outcome 6-1: Community leaders will gain an understanding of the missing leg in economic development and of the need to capture the hidden entrepreneurial spirit present in their communities.

Outcome 6-2: Leaders will discuss the role of entrepreneurs in optimizing the resources and infrastructures already present in their communities.

Module 7: Community Involvement in Enterprise Facilitation

This module describes in detail the role that community leadership plays in establishing an Enterprise Facilitation project. Governance, recruitment of the Enterprise Facilitator, training, support, and fundraising are discussed to explain that there cannot be an Enterprise Facilitation project without a committed and dedicated local board of management.

Outcome7-1: At the end of this day it will be clear to all participants that Enterprise Facilitation is a modern version of *barn raising* and that it requires *enlightened self-interest* to succeed. Civic leaders will be able to evaluate the readiness of their communities to embrace the Enterprise Facilitation approach.

Module 8: Presentation by WesTex Allied Communities

Guests and practitioners of Enterprise Facilitation will share their experiences from early introduction of Enterprise Facilitation to their communities to the most recent outcomes.

Outcome 8-1: Participants will hear first hand accounts of Enterprise Facilitation at work and how communities have built their own capacity to capture the entrepreneurial spirit of local people.

Module 9: Q&A among Guests and Participants

This session is dedicated to free questions and answers to allow participants the ability to conduct an informal *due diligence* on Enterprise Facilitation. Participants will be encouraged to ask questions of other community leaders who are involved in the process to ascertain the effectiveness of the approach.

Outcome 9-1: This is the final day of the Retreat and it allows participants to clarify, by way of free questioning, every issue of concern from funding for the project to data collection, from use of the media to project sustainability.

Outcome 9-2: Participants will be able to decide whether Enterprise Facilitation complements the other economic development strategies present in their communities and whether the model is worth pursuing.

Who Should Attend

The Retreat is specifically designed for **community teams**, who are motivated and passionate about championing the cause of helping to grow their economy from within. Groups attending typically include civic leaders and decision makers such as: mayors, county commissioners, city council members, business leaders, bankers, local development practitioners, utilities and other interested citizens.

By **building the capacity of a team of civic leaders**, instead of a lone individual, the learning process is accelerated. The team is then able to implement the lessons and tools they have acquired to immediately affect positive change in their community. By bringing together a team you will maximize the training experience and increase your ability to strategically develop and perfect a balanced plan that will meet the needs of your individual community and deliver optimal results.

Prerequisites

- Participants must read *Ripples from the Zambezi* prior to attending the course
- Participants must be prepared to fully engage in all three days of instruction
- Participants must voluntarily attend the Retreat

Logistics

The Retreat will be held June 23-25, 2009 in Plainview Texas. Cost is \$6,000 USD per team of four or \$1,750 per person. This price includes tuition, materials, and nutrition breaks for the three days. This price does **NOT** include travel, accommodations and incidentals for **Retreat** participants. **The Retreat** will be limited to 30 persons. (Scholarships may be available.)

**Receive 25% discount if you register before MAY 20/09:
team of four \$4,500.00 USD; individual \$1,313.00 USD**

Please complete and return the attached application today. This will activate the delivery of 4 copies of Ripples from the Zambezi: Passion, Entrepreneurship and the Rebirth of Local Economies and a 2-hour DVD featuring Dr. Sirolli explaining the approach.

Opportunity

The investment in the Retreat can be applied to the cost of the Sirolli Institute's Community Enterprise Facilitation program. Contact **Yvonne Fizer**, Business Development Director for the Sirolli Institute for hotel information, registration, payment and other details TOLL FREE at 1 877 747 6554 or yvonne@sirolli.com.

For information on the Texas experience, contact **Laura Hardin**, Enterprise Facilitator at WesTex at 1 806 789 9651 or laura@valornet.com.

"Day to day in our communities I seldom see signs of hope for a prosperous future but, I know at least once a month I do see it at our Enterprise Facilitation meeting!" "Dusty" Rauschenberg, Enterprise Facilitation board member

State of Kansas (at 5 years in operation)

Since 2002, 28 counties have employed 5 Enterprise Facilitators. The results are outstanding:
>each site averages 10-15 businesses each year and 40-60 jobs
>cost per job is approximately \$2,000
>**94% of the businesses are still active**

Application

3-Day Sirolli Retreat

Name:			
Affiliation/Organisation			
Position/Title:			
Address:			
Town/City:		Post Code:	
Phone:		Email:	
Region served:			
Team Member 1:			
Team Member 2:			
Team Member 3:			
Team Member 4:			
Interest in the Enterprise Facilitation [®] approach:			
		Check <input type="checkbox"/> Credit card <input type="checkbox"/> #	Exp

Direct Deposit information:

Sirolli Institute International
 PO Box 22544
 Sacramento, CA 95822

Wells Fargo Bank
 Macalester Groveland Branch
 1827 Grand Ave, St. Paul, MN 55105

Bank Account: # 2020140288
 Federal wire: #019000019

Full Tuition for a team of 4 is **\$6,000.00 USD OR \$1750.00 per person** and must be received at least two weeks prior to training date. If the full fee has been paid - a refund, minus 10%, will be made upon receipt of notice 7 days or more prior to start date. For cancellations received less than 7 days prior, 25% of the tuition will be retained.

25% discount if booked by May 20/09 - \$4,500.00 / \$1,313.00