

# Entrepreneurship Development in the Knowledge Economy

## Key concepts

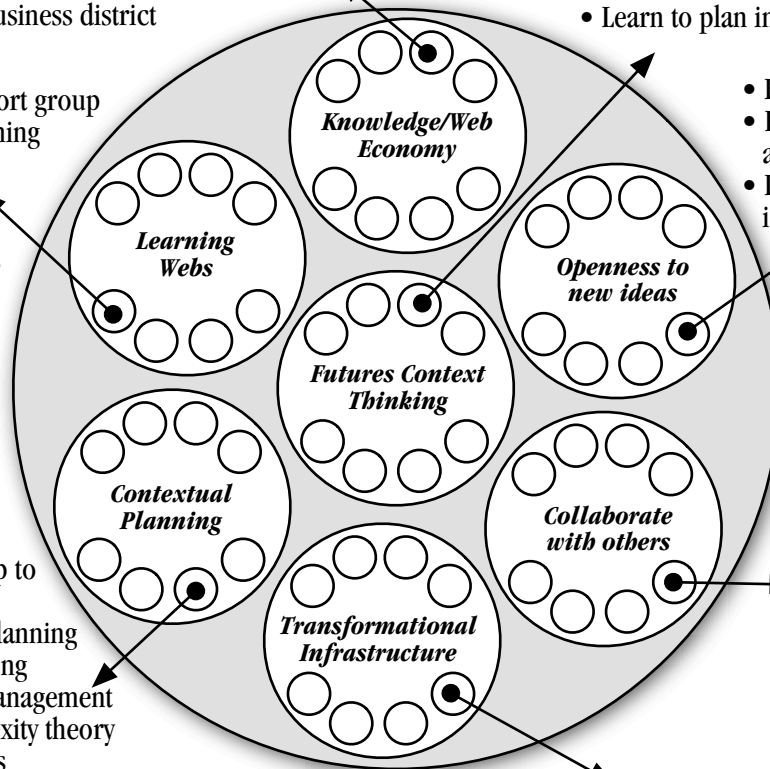
- Small businesses create most jobs
- Every business is "high tech" in the Creative Knowledge Economy
- How businesses use technology will determine success or failure
- Business needs and operations have changed irrevocably

- Use continuous innovation
- Develop nanocorps and netpreneurs
- Train small businesses to be more competitive in the global economy
- View neighborhoods as a new business district

- Develop 21st Century basic skills
- Become more comfortable with change
- Learn to plan in multiple contexts

- Develop a peer support group committed to uplearning
- Coach leaders to be transformative facilitators
- Identify future trends and their impact

- Embrace and/both thinking
- Recognize that communities are now part of a global economy
- Look for "weak signals" that identify new opportunities



- Use process leadership to improve planning
- Traditional strategic planning no longer works for long range planning and management
- Use chaos and complexity theory to help guide decisions
- Use the Internet to support research and planning

- Public/private partnerships are essential for telecom projects
- The global economy ignores political boundaries
- Identify opportunities to share costs and benefits

- Identify new technologies and amenities that make small and rural communities competitive
- Rethink the meaning of "business district"
- Recognize broadband as essential public infrastructure

## Trends and ideas

- "Small business is the locomotive of the economy." (Michael Copps, FCC Commissioner)
- "Rural areas with the right amenities grew 20% faster than other rural areas." (Robert Atkinson, Progressive Policy Institute)
- "A modern technology footprint will greatly increase opportunities for small and rural communities. The role of government is to expand opportunities for entrepreneurs." (Thomas Dorr, Undersec'y for Rural Development, USDA)
- "Community and homeowner investment in networks is essential, so that there is no 'natural monopoly' that can be exploited by a single company." (Dr. Alan McAdams, Cornell University economist)
- "Create a level playing field for telecom that does not favor one company or technology over another, and don't let the Federal government get in the way." (Senator Conrad Burns, Montana)

