

METRICS AND STORIES

Info Sheet

11.18.15

Background & Introduction

You now have entrepreneurial clients! You are in the business of growing your community's economy by smartly assisting local entrepreneurs. Congratulations! Now you have to execute and make sure your stakeholders – the people supporting your work – know you are achieving the intended impacts. Our **Metrics and Stories** resource package provides tools to measure what really matters to those stakeholders and to share the stories of your success.

Execute!

Every successful entrepreneur knows that they must have a sound game plan and strong execution. They also have to communicate the value they are delivering to the marketplace. In your work, strong execution includes using metrics and capturing stories of impact.

Additional Information

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Working with Entrepreneurs – Four-Part Series

We have developed a practical and hands-on four-part series we call **Working with Entrepreneurs**. Topics in this series include:

- Part 1 – [Working with Entrepreneurs Overview](#)
- Part 2 – [Outreach, Intake, Screening & Referrals](#)
- Part 3 – [Tracking & Portfolios](#)
- Part 4 – Metrics & Stories

Remember to use our book, *Energizing Entrepreneurial Communities, A Pathway to Prosperity*, in conjunction with this **e2U Resource Package**. If you do not have our new book, find it in our [store](#) now. This resource is available in both paper and electronic versions.

Resources in our **Metrics & Stories Resource Package** include:

Metrics & Stories Guide. Our *Metrics & Stories* resource guide provides a comprehensive review of how these key activities fit within the Center's larger entrepreneurial communities framework and a deep dive into each activity. There are illustrations, sample language and guidance in using some of the tools we have provided to you as part of our Resource Package.

Recorded Webinars. We have produced one new hour long recorded Metrics and Stories webinar for this Resource Package.

Tools. We have included the following tools that can be used to support your measurement activities:

- Sample Metrics
 - KECI Metrics: Scorecards (years 1, 2 and 3), Next Stage KECI Metrics , Performance Benchmarks, and Story Capture Checklist, and Final Report
 - Rawlins County Scenario Reports
 - NetWork Kansas Monthly Metrics Report
- Sample Stories
 - Kansas Case Study
 - Atwood and Rawlins County Story
 - Imperial and Chase County Story
 - Allo Communications Story
 - Entrepreneur Profiles from Pottawattamie County, Iowa
- Other resources
 - *Hierarchy of Community Impacts*, Milan Wall, Heartland Center for Leadership Development.
 - "You Get What You Measure®: A Process to Determine and Measure Progress in Community Development," *CD Practice*, Shanna Ratner, Yellow Wood Associates.
 - Ela Rausch, "Measuring the impact of community development: A conversation with Paul Mattessich of Wilder Research," *CommunityDividend*, Federal Reserve Bank of Minneapolis, July 2011.