

Fostering Entrepreneurship as a Community Economic Development Strategy: The ELS of Central Louisiana®

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Entrepreneurial League System® of Central Louisiana

A nine parish region in Central Louisiana:

The Rapides Foundation Service Area



Service Area Parishes

1. Allen
2. Avoyelles
3. Catahoula
4. Grant
5. LaSalle
6. Natchitoches
7. Rapides
8. Vernon
9. Winn

Cenla Demographics (2008 Census)

- Total land area = 8,426 sq. mis.
(25% of Louisiana)
- Total population = 346,307
- 41 persons/sq. mi.
- 22% of population live in poverty

The Mission of the Entrepreneurial League System®

- To identify and develop entrepreneurial talent. Through personal, peer group and community coaching, the **Entrepreneurial League System®** generates an ongoing supply of highly skilled entrepreneurs capable of building successful companies in sufficient numbers to create wealth and transform a region's economy.

Three fundamental propositions about entrepreneurial skills

- Entrepreneurs are successful to the extent that they have the necessary skills;
- Entrepreneurial skills can be developed; and
- Entrepreneurs come to entrepreneurship at different levels of skill.

The four dimensions of entrepreneurial skill:

- **Technical Skills** – ability to perform key operations of the business
- **Managerial Skills** – ability to organize and manage the operations
- **Entrepreneurial Skills** – ability to identify market opportunities and create solutions
- **Personal Maturity Skills** – self-awareness, accountability, emotional and creative development

Entrepreneurial Levels by Degree of Skill:

<i>Skills/ Level:</i>	<i>Technical</i>	<i>Managerial</i>	<i>Entrepreneurial</i>	<i>Personal Maturity</i>
Majors	Outstand./ Exceptional	Outstanding	Outstanding	Outstanding
AAA	High	High	High	High
AA	High	Medium	Medium	Medium
A	High/ Medium	Low	Low	Low
Rookie	Low/No	Low/No	Low/No	Low/No

The ELS Coaching System:

- **Classifies entrepreneurs** into different “league” levels according to their skill in starting and operating a new business
- **Clusters entrepreneurs** into Success Teams
- Establishes individualized “**game plans**”
- Provides entrepreneurs with **performance coaches** who work with them on a one-on-one basis and as a group
- Helps them focus on **execution**
- Facilitates their **transformation** by helping them develop their skills

The Three Tiers of the ELS Coaching System

- Personal Coaching – one-on-one
- Peer Group Coaching – 8-12 entrepreneurs at the same skill level
- Community Coaching – gathering of entrepreneurs at all league levels

Distribution of Current Cenla ELS Participants (as of June 30, 2010)

- Number of participants = 70
- Number of Success Teams = 6
- Skill Level Distribution:
 - Rookies = 34%
 - Single A's = 50%
 - Double A's = 16%
- Geographic Distribution:
 - From Alexandria = 46%
 - Rapides Parish (not Alexandria) = 22%
 - Outside Rapides Parish = 32%

Distribution of Cenla ELS Participants (cont.)

- Gender Distribution:
 - Women = 31%
 - Men = 69%
- Ethnicity Distribution:
 - Caucasian = 86%
 - African-American = 11%
 - Hispanic = 3%
- Industry Mix:
 - Retail, services, sales, telecom, financial, real estate, franchises

ELS of Cenla Performance

(July 1, 2006 to June 30, 2010)

- 110 entrepreneurs developed
- Growth in sales revenue = \$60,549,683
- Percentage increase in sales revenue = 30%
- Increased sales revenue per employee = \$190,408
- Growth in employees = 318 (37%)
- Cost per new job created = \$9,085
- Increase in sales outside region = 296% (\$46,178,497)
- Total sales revenue from outside region = 31%