Creating Harmony in Your Ecosystem

Different Voices Increase Ecosystem Efficiency and Effectiveness

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Kevin’s region and work

Population of the Kampala Estimated at 6m during the day as of 2019.

Average Household Income USD 630

Population of the Uganda 45.85 million (2021) 44.78% below 15 years
Work we have done

Understanding entrepreneurial ecosystems through social network analysis (SNA)

From Census to Consensus
An Ecosystem-Builder’s Guide to Mapping
Population of the Upstate
1,518,710
Average Household Income
$59,318

# Residents Working in Small Businesses
Approximately 50%
Ewing Marion Kauffman Foundation ESHIP Playbook
Ecosystem Purpose:
Transfer knowledge from those who have it to those who need it.
P + C = E

People + Culture = EVERYTHING!!
Trust

Respect

The Entrepreneurs
Each Other
The Process
Building Trust

Playbook to Build Trust in Networks and Ecosystems

Compiled by Erin Ouzts and Kevin Asinde in collaboration with Ariane Appel and Beny Meier

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Harmony is:

- The blending of simultaneous sounds of different pitch or quality, making chords and chord progressions having a pleasing effect.
- The quality of forming a pleasing and consistent whole
- An interweaving of different accounts into a single narrative
- Agreement, but not the same

(Oxford Languages dictionary and Merriam-Webster)
Trust inspires creativity and accelerates innovation.

Innovation thrives with:
- Peer learning & networking
- Working together & reinforcing one another
- Fast flow of information & resources
Economics

Trust makes economic sense; it saves both time and money.

The Speed of Trust, By Stephen M.R. Covey
Within an infrastructure of trust people are:

• Happier and more confident to interact with each other
• Excited about having a shared purpose
• Willing to depend on each other
• Willing to contribute what is needed – including talent, dedication, energy, and honesty
• Feeling safe even when they are in a vulnerable position

Who in your ecosystem do you trust?
Why do you trust these people?
Oxytocin released in the brain has been proven to inspire feelings of trust for others.

Start slow. Gather, talk, share and compare notes.

Identify champions and like-minded ecosystem builders.

Start with one person, bring in a friend, then another and another over time. Building trust takes effort and time.
Be inclusive, work around barriers

Make it easy for everyone to participate. Think about
• timing
• transportation,
• external responsibilities
• associations
• and the ease with which people can join in

Intentionally create an inviting and welcoming environment.
Agree on a common language

The use of a common language facilitates understanding,
- eliminates barriers and
- makes it easier to address the real issues facing the entrepreneurs we serve.

Agreeing on definitions is a first step toward common goals and building trust.
Who is an Entrepreneur?

Anyone who has started, is starting or growing a venture that provides a product or service and plans to produce revenue

(Inclusive of all people)
Kampala Ecosystem Manifesto

We are committed to working together to build a strong inclusive Kampala entrepreneurial ecosystem to support entrepreneurs to grow their Enterprises to their full potential.

Outcomes of a stronger ecosystem:
- Companies grow to their full potential
- Each entrepreneur is able to find and access the support that they need
- Resources are effectively used across the ecosystem

Our vision:
- Increased job creation in enterprises
- Accelerating innovation to create diversity in enterprises in the ecosystem
- Increased economic growth as a result of growth of enterprises
- Happy and fulfilled citizens

We are committed to working in a way that promotes a set of shared values

- Accessible and Inclusive: The ecosystem will be easy to access for all who wish to be a part
- Collaborative: We will work together to achieve common goals
- Clear Roles: We will ensure there is clarity on who is doing what
- Growth and Impact Orientated: We will stay focused on growing enterprises
- Ethical/Good Business Practices: We will act ethically and encourage good business practices
- Giving Back/Ecosystem focused: We will focus on the wider interests of the ecosystem
Work together – but separately

Work towards the universal goal of helping entrepreneurs launch and grow their ventures.

Work separately on your own organizational goals.

Organizational goals guide decisions, often at the expense of others. The exercise of aligning ecosystem goals leads to individual organizational goal alignment over time.
Be vulnerable & Acknowledge Failures

You and the other champions are on a learning journey, moving outside your comfort zone to create new connections.

Being vulnerable together starts the trust-building process. The oxytocin released in a person’s brain when someone expresses caring (about their work) increases feelings of trust.¹

¹https://www.healthline.com/health/how-to-increase-oxytocin#talking
Repeat over and over

The goal is building relationships, building trust and working comfortably with each other.

This takes time and repetition.
Working with entrepreneurs can be challenging and the outcomes are sometimes ambiguous.

It is often several years before you know the impact of your collective ecosystem building efforts.
Your Questions & Experiences

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See the Trust Building Playbook: