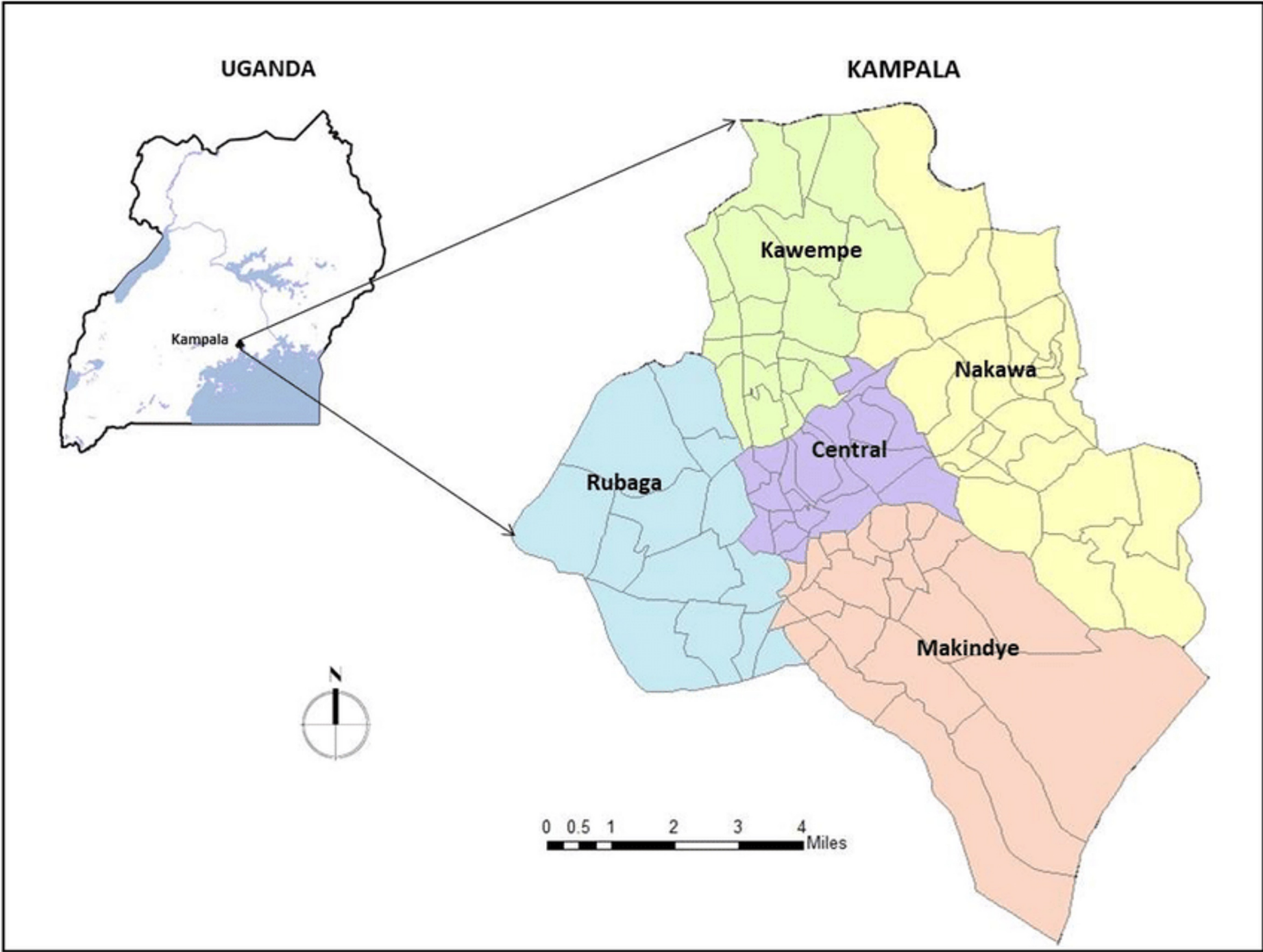# Creating Harmony in Your Ecosystem

Different Voices Increase Ecosystem Efficiency and Effectiveness

Kevin Asinde
Erin Ouzts

RuralRise Webinar
November 16, 2023

Kevin's region and work

Population of the Uganda
45.85 million (2021)
44.78% below 15years

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

Average Household Income
USD 630

Work we have done

Understanding entrepreneurial ecosystems through social network analysis (SNA)

Case Study: Uganda | September 2019

A Joint Project By:

CREDIT SUISSE   swisscontact   Amaro Financial Group

Ecosystem Mapping

From Census to Consensus

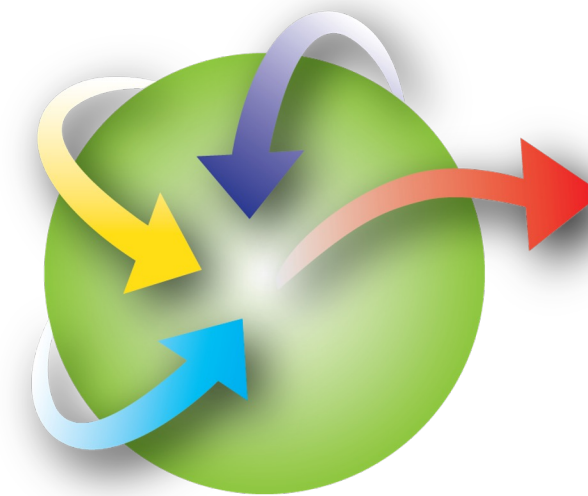An Ecosystem-Builder's Guide to Mapping

Give A Day

Population of the Upstate
1,518,710

Average Household Income
$59,318

 # Residents Working in Small Businesses
Approximately 50%

UPSTATE
INNOVATION
LEADERS
COALITION

Rural
ENTREPRENEUR
LEADERSHIP
Coalition

GLOBAL
ENTREPRENEURSHIP
WEEK USA
SOUTH CAROLINA
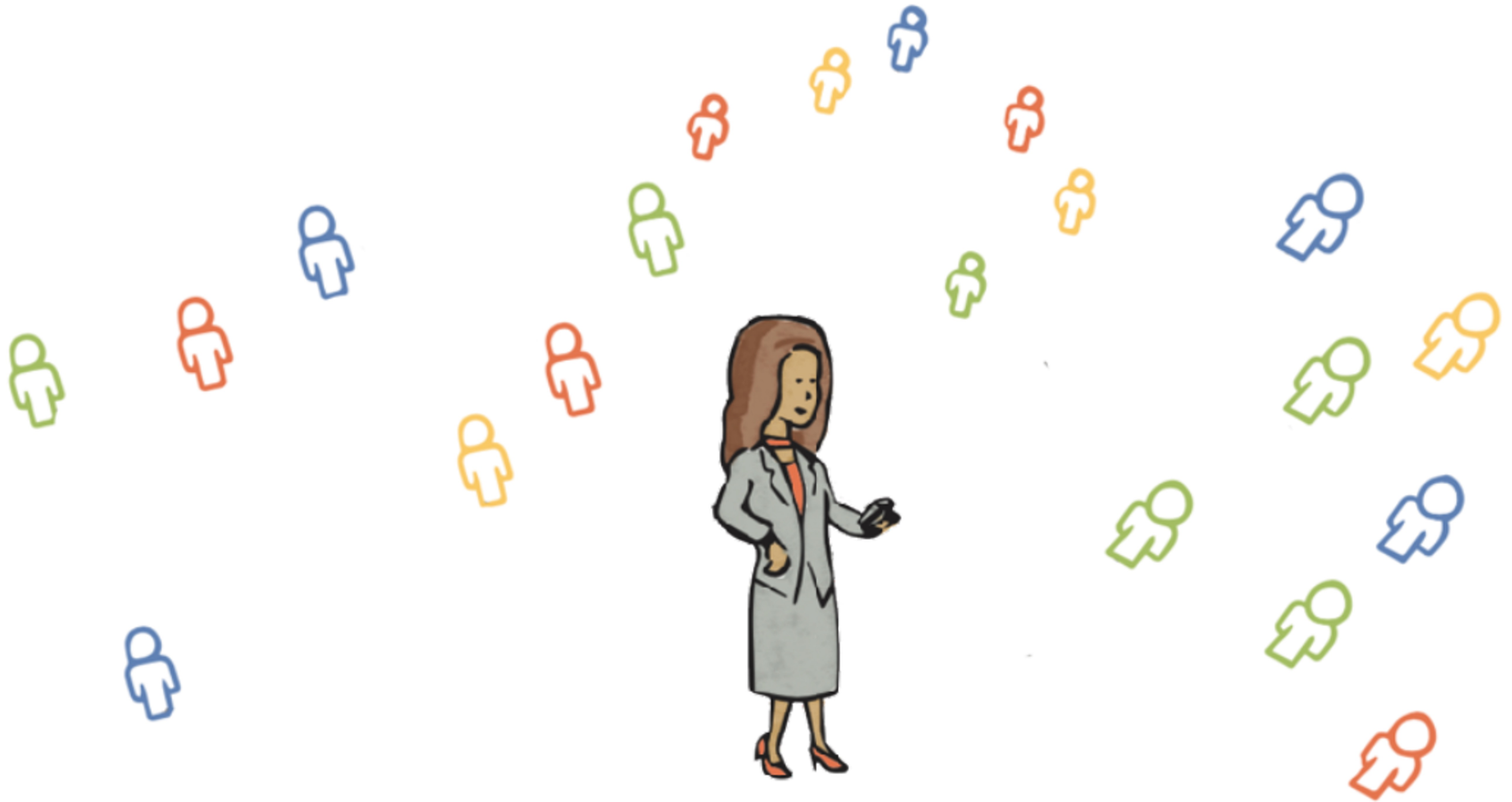

Start•Grow
UPSTATE
Your Connection to
Business Resources

Ewing Marion Kauffman Foundation ESHIP Playbook

Ewing Marion Kauffman Foundation ESHIP Playbook

Ewing Marion Kauffman Foundation ESHIP Playbook

Ewing Marion Kauffman Foundation ESHIP Playbook
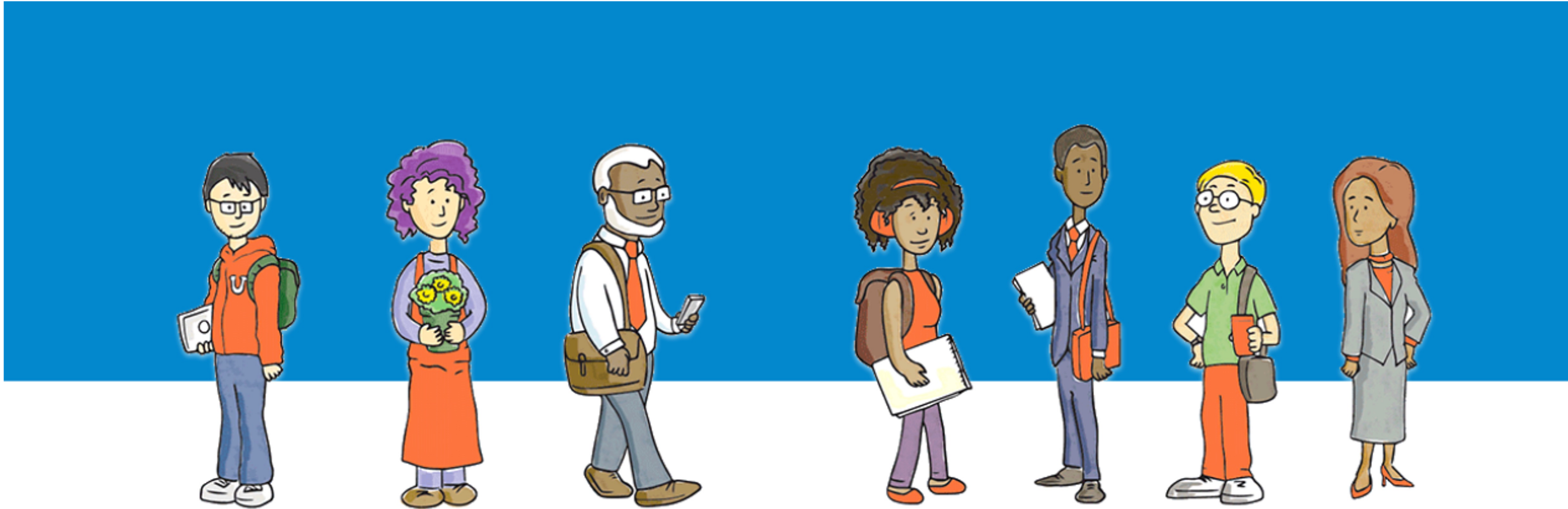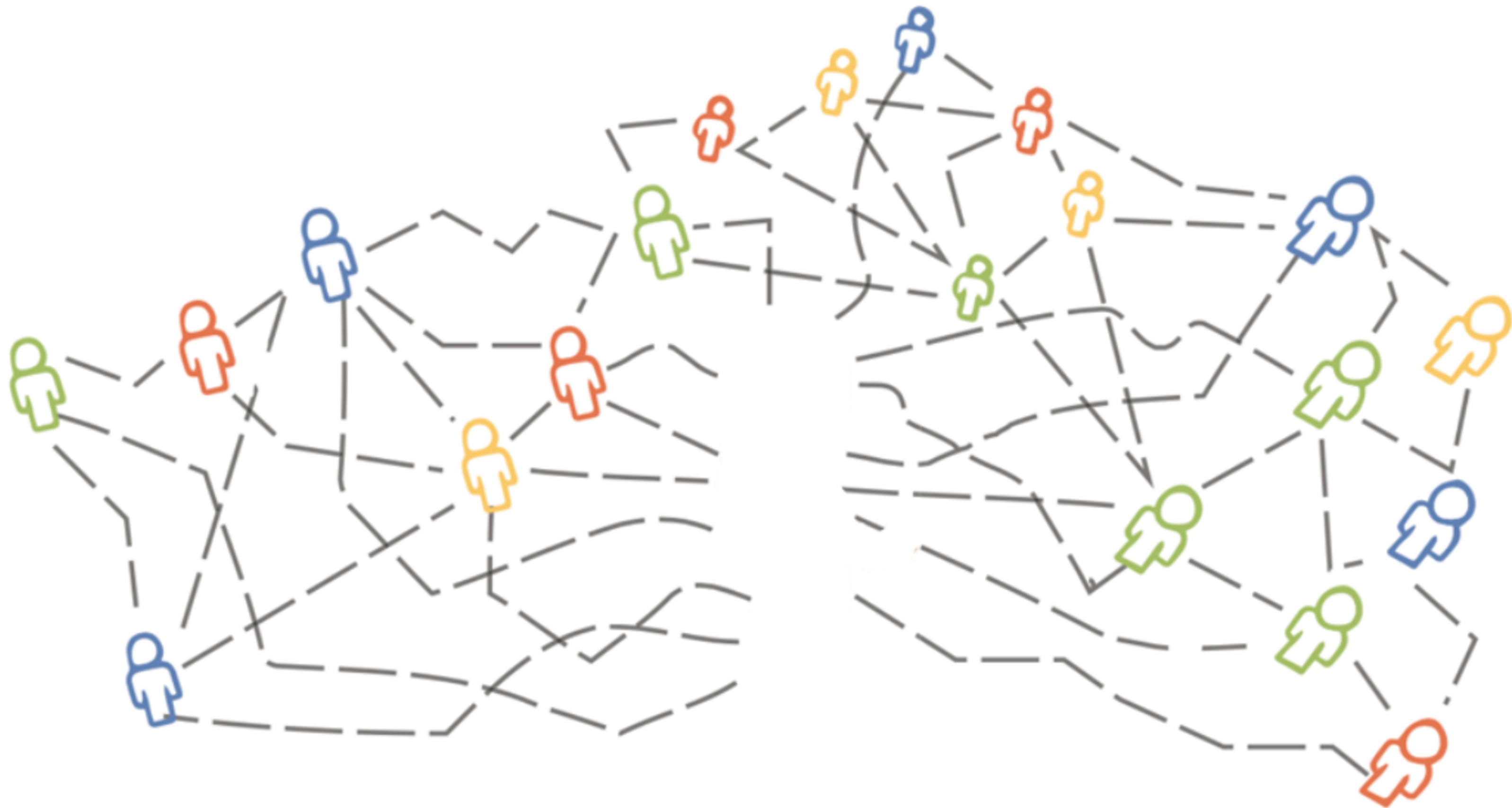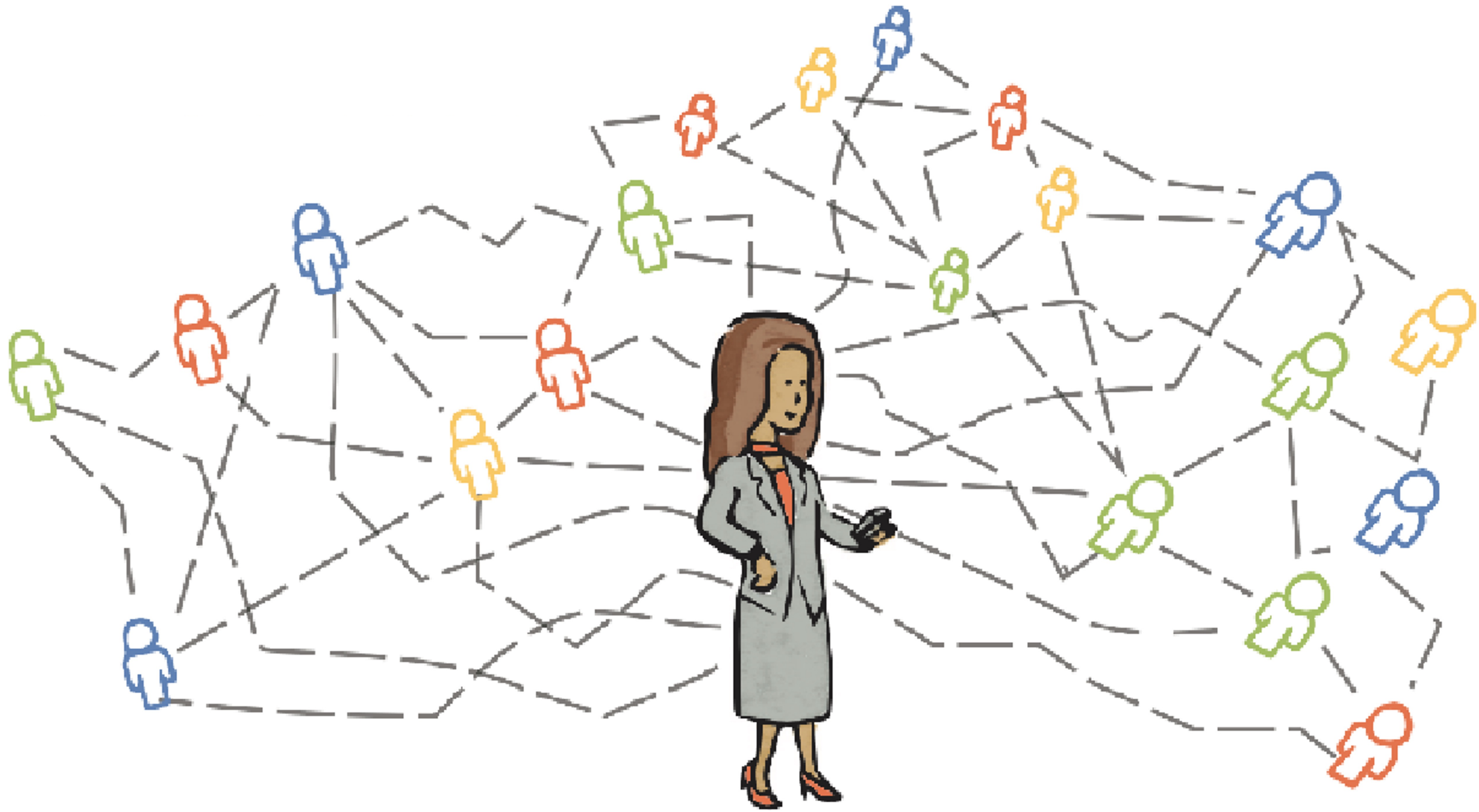
Ecosystem Purpose:

Transfer knowledge from those who have it to those who need it.

Ewing Marion Kauffman Foundation ESHIP Playbook
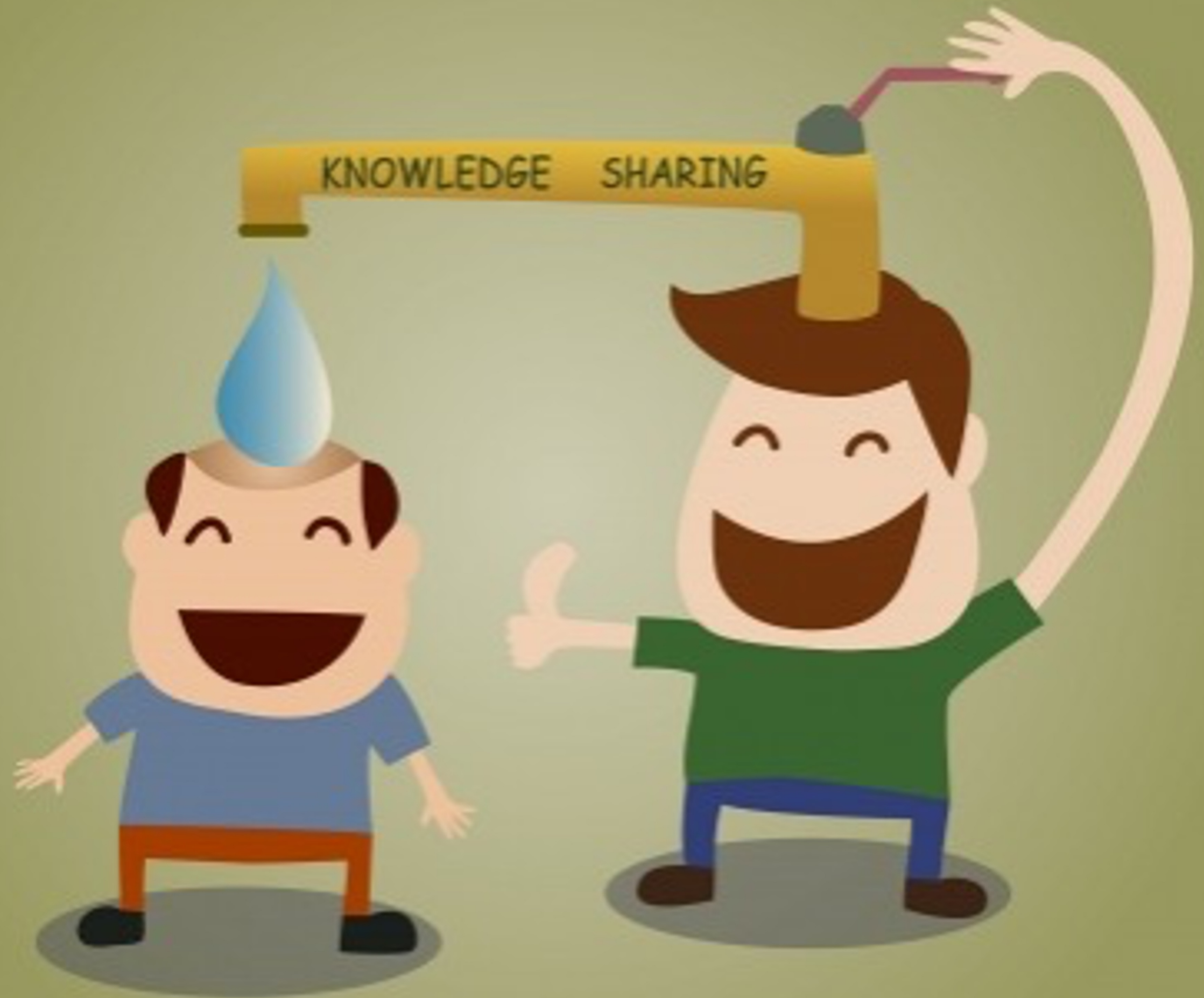
Trust
Respect

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

Supported by

Credit Suisse – Swisscontact Initiative to Promote Entrepreneurship & Innovation

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

Innovation

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.

More trust → **High speed** + **Low cost**

Less trust → **Low speed** + **High cost**

The Speed of Trust, By Stephen M.R. Covey

Humanity

Who in your ecosystem do you trust?

Why do you trust these people?

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

Chemistry

By encouraging actions to increase the brain chemical oxytocin, you can increase trust within your ecosystem.

Oxytocin released in the brain has been proven to inspire feelings of trust for others.

Reference: Paul Zak, The Neuroscience of High-Trust Organisations, Consulting Psychology Journal: Practice & Research, Vol. 70, No. 1, pp 45-58.

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.
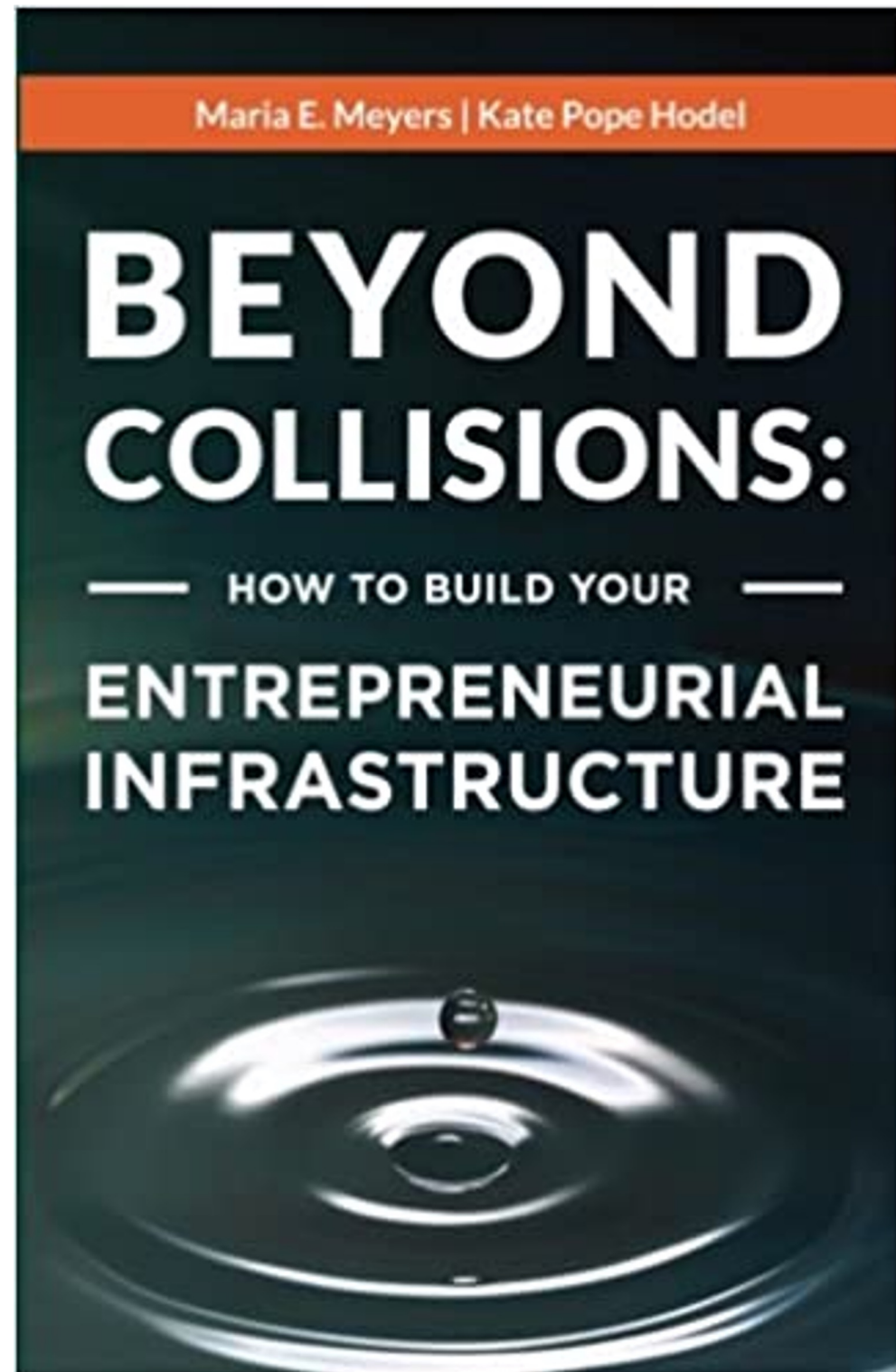
Who is an Entrepreneur?

Anyone who has started, is starting or growing a venture that provides a product or service and plans to produce revenue
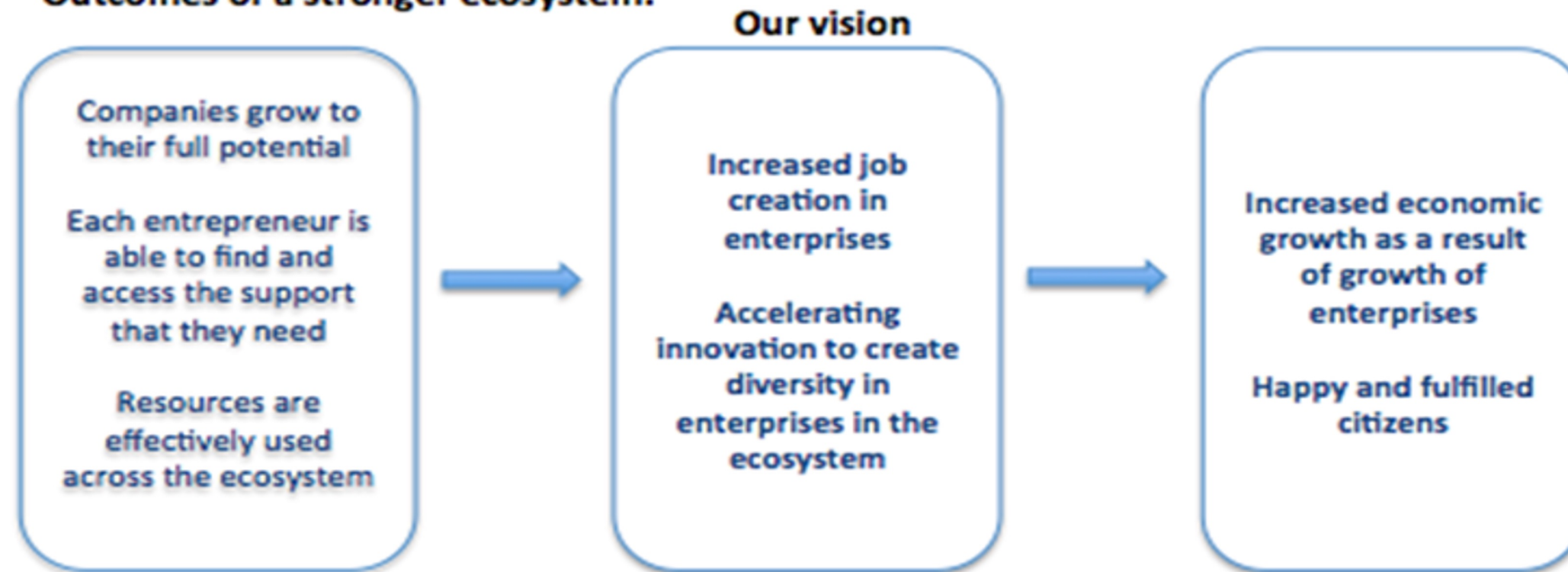
(Inclusive of all people)

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:

Our vision

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

→

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	**Collaborative**	**Clear Roles**
The ecosystem will be easy to access for all who wish to be a part	We will work together to achieve common goals	We will ensure there is clarity on who is doing what
Growth and Impact Orientated	**Ethical/Good Business Practices**	**Giving Back/ Ecosystem focused**
We will stay focused on growing enterprises	We will act ethically and encourage good business practices	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]

[1]https://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.

Celebrate together

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

Contact us:

Kevin Asinde: Kevin@ecosystemtrust.com

Erin Ouzts: Erin@ecosystemtrust.com

See the Trust Building Playbook:

https://ecosystemtrust.com/trust-building-tools/the-trust-play-book/