



District
Management
Group

MANAGER'S TOOLKIT

How Can You Promote an Entrepreneurial Culture in Your District?

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With districts facing challenging budgets and rising needs, it is more important than ever to foster innovation and entrepreneurship. After reading the Spotlight, you may be reflecting on how well you apply the seven skills of entrepreneurial leadership. Just as important is cultivating these skills in your team members.

Take the test below to assess your and your team’s entrepreneurial leadership skills and identify opportunities to enhance the entrepreneurial culture in your district.

ENTREPRENEURIAL LEADERSHIP SKILLS	HOW OFTEN DO YOU DO THIS?			HOW OFTEN DO YOUR LEADERS DO THIS?		
	Rarely	Sometimes	Often	Rarely	Sometimes	Often
SENSING NEEDS: Spending time to be exposed to ideas from outside the district (through conferences, events, articles, podcasts, etc.) and talking directly with stakeholders about their hopes for the district.						
STIMULATING BREAKTHROUGH IDEAS: Using structured approaches (e.g. root cause analysis, short sprints to reach SMART goals, etc.) to generate potential solutions to critical problems.						
COMMUNICATING INSPIRING VISIONS: Talking about your district’s vision in terms that authentically show it is personally important and making it known that this vision drives everyday work and decision making.						
ENLISTING BACKERS: Deploying a range of strategies to energize fence-sitters and transform them into promoters of the vision.						

ENTREPRENEURIAL LEADERSHIP SKILLS	HOW OFTEN DO <u>YOU</u> DO THIS?			HOW OFTEN DO <u>YOUR LEADERS</u> DO THIS?		
	Rarely	Sometimes	Often	Rarely	Sometimes	Often
NURTURING TEAMS: Taking the time to provide structure to teams upfront and staying involved to keep them on track.						
MASTERING THE DIFFICULT MIDDLES: Breaking down a project into shorter phases with important milestones, and staying focused on seeing initiatives all the way through.						
CELEBRATING SUCCESS: Making time to consistently celebrate accomplishments and recognize those who made them happen.						
TOTAL NUMBER OF CHECKS						

Examine your own strengths and areas for development in relation to these seven skills. Then, examine your team’s abilities. Consider these questions:

- Which are your areas of strength and which skills would you like to develop further?
- Which are your team’s strengths and how can you tap into these strengths?
- Which skills can you help your team develop?
- In which areas can your team help provide you support?
- Are there areas where you might want to seek outside support?

An awareness of your own and your team’s strengths and areas for development is the first step in developing a culture of entrepreneurship and innovation.