

## Gallup's Entrepreneur Acceleration System

### The Vision

Gallup's Entrepreneur Acceleration System (EAS) measures and develops the entrepreneurial ability of individuals running small to medium-sized enterprises.

Gallup's highly structured and strategic activities are based on the knowledge that entrepreneurship is fundamentally *behavioral*. It is the individual's own entrepreneurial *ability, motivations, and attitudes* that influence firm survival and growth the most — maybe even more so than the business idea itself.

Focusing on these behavioral traits — rather than infrastructural and regulatory hurdles — helps entrepreneurs create jobs, produce and commercialize innovations, and contribute to sustainable economic growth.

### The Approach

EAS specifically targets small to medium-sized enterprises that have significant potential for economic growth. Gallup Consultants and certified mentors work closely with 5 to 10 individual entrepreneurs for six months with the goal of positively influencing business growth. A productive relationship with a mentor can help an entrepreneur build social capital and craft innovative solutions to the hurdles he or she faces.

Entrepreneurs learn these core behavioral economic management principles through Gallup-led group workshops and individualized mentor-led sessions, which focus on the following:

1. *Building Entrepreneurial Strengths and Talents*: Maximizing an individual's innate talents and systematically building strengths-based teams
2. *Creating a Road Map for Growth*: The process of outlining a vision, spelling out goals, and creating a plan to achieve those goals
3. *Creating Engaged Workplaces*: Building teams of talented employees and thinking about how to grow and evolve the team structure years into the future
4. *Building an Emotional Connection to Customers*: Cultivating a more personal approach to knowing the customers and their needs, with the goal of creating relationships more important than "just price"
5. *Learning the Fundamentals of Performance Management*: Tracking Key Performance Indicators (KPIs) that allow the entrepreneur to see and measure progress in a standardized, defined way

### Measuring the Impact of EAS

Gallup will measure and report the impact of EAS on three levels (results are shared in six-month intervals):

- *micro level* — changes in the behavior and capacity of the owner of the firm, which could have important long-term effects on the enterprise
- *mid level* — changes in the firm's performance measured through KPIs (financial and non-financial business metrics)
- *macro level* — creation of an entrepreneurial ecosystem by bringing together new and established entrepreneurs, mentors, subject matter experts, industry specialists, and local governmental and non-governmental agencies; economic and performance impact will be measured through secondary data available through local agencies

Gallup's EAS is a practical, hands-on, and solution-oriented approach to helping entrepreneurs apply the principles of behavioral economics to solve their current business development problems.