

Growing Rural Entrepreneurship is a Social Process

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**Entrepreneurship
development is a means
to revitalize this region.**

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**Entrepreneurship means
many things in this
community.**


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**People come to our
province and see nothing
but opportunity. Why is
our perception so
different?**

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Local culture and perceptions about entrepreneurship are associated with different entrepreneurial levels.

Rural communities need to focus on the relationship, perceptions and attitudes that the people have with entrepreneurship.

Developing entrepreneurship is a community effort.

Build on your strengths

Engage with the sense of “place” and the unique resources and conditions

Utilize the social nature and passion that the community shares

Take advantage of the loyal, creative, adaptive, and committed work force

Small is beautiful

Priority One

**Community Leaders,
Empower the Community to
support entrepreneurship through
attitude, conversation,
collaboration, and interaction.
Be relentless in your pursuit. Start
small, success invites success.**

Priority One

**Governments, Industry,
Community and Post-secondary**

**We have to create a collective
sense of urgency.**

A Call to Action for YOU!

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