

Living Ecosystem Values

Value	Value in Action
Be hospitable	Be purposeful and active in inviting others to join, especially newcomers.
Listen actively	Listen 75% of the time.
Introduce people	“John, have you met Janet?”
Dream big	Think outside the box, innovate, and take on bold challenges. Encourage experimental projects.
Take risks	Tap into people’s passions and intrinsic motivations.
Redefine failure	Do not fear failure. Learn from it, brush it off, try again. Acknowledge that failure is a necessary part of learning.
Collaborate	Think win-win. Work together to the disadvantage of none.
Mentor others	Help others succeed who are coming up behind you.
Give before get	End every meeting with “How can I help you?” And then help. Keep paying it forward.
Seek fairness not advantage	Do not compete in zero-sum games. Build and foster equitable relationships.
Action bias	If possible, create real things. Build prototypes. Take action!
Build trust	Give trust before expecting in return. Take chances on others. Be transparent.

Entrepreneurial Ecosystem Playbook 2.0, Kauffman Foundation