

# Social Enterprise

What if just by being you, you make the world a better place?

This social entrepreneurship learning journey invites students to discover their purpose, passion, and possibilities through the process of building a social impact venture.

Lessons 1 and 2

The purpose of this project is to exercise the passion, business acumen, personal fortitude, and interpersonal collaboration skills required to bring into existence a social impact venture.

In this project, you will learn the essential elements of an entrepreneurial venture; more importantly, you will begin to apply them. You will move through this project both individually and coallaboratively.

## Challenge for the inspired and motivated social entrepreneur:

If you really want this course to seed your future, go beyond the required pitch, and prepare a business plan.

If you would like to pursue a deeper dive, please consider the following readings, videos, and resources:

### Useful Resources

- [E-myth](#); by Michael E. Gerber (prerequisite)
- [Good to Great](#); by Jim Collins (excerpts)
- [The Tipping Point](#); by Malcolm Gladwell (excerpts)
- [The Brand Gap](#); by Marty Neumeier (excerpts)
- [Up the Organization](#); by Robert Townsend (excerpts)
- [Ten9Eight: Shoot for the Moon](#)<sup>^</sup> (watch)
- [The End of Fundraising: Raise More Money by Selling Your Impact](#)
- [The Four Agreements, A Guide to Personal Freedom](#); by Don Miquel Ruiz
- [Man's Search for Meaning](#); by Victor Frankel
- [Start with Why](#), by Simon Sinek
- [Dreams for Kids, Changing the World One Person at a Time](#), by Tom Tuohy

Social Impact Pitch is structured with three core components:

## Internal Investigation

Learning Hard Skills  
and Foundations

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You will learn the key vocabulary, concepts, and principles endemic to social entrepreneurship.

## External Investigation

Exploring World Context  
and Testing Credibility

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You will explore how these concepts work in the real world.

Interactive exercises are woven throughout the course, so be prepared to *experience* subject matter in personal and real ways.

## Action Project

Demonstrating Mastery  
of Concepts and Skills

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You will apply everything you learn through the creation of an Action Project: you will formulate and pitch your social impact venture.

# The Entrepreneur

## Lesson 1: Ground

1



Guiding Question:

How do you know if you're a social entrepreneur?

Prev

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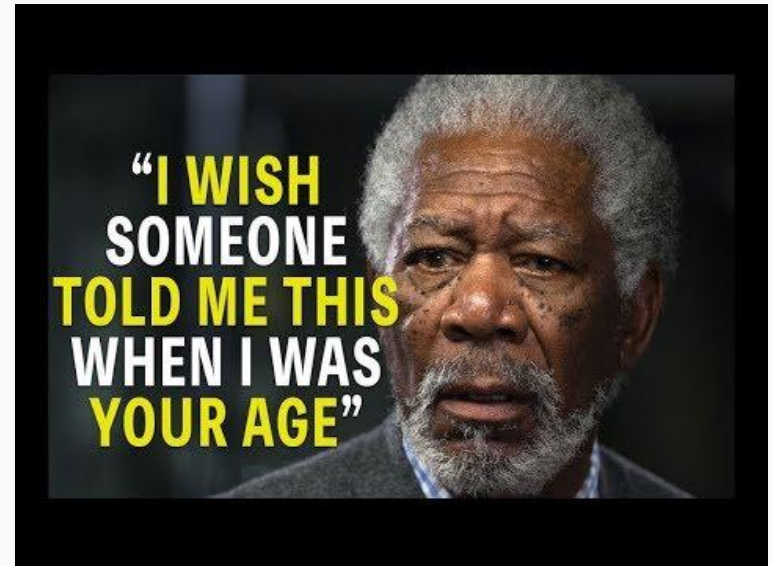
What does it mean to start something? Why do people do it?

Have you ever started something new, or helped someone else start something -- a band, a team, a club, a campaign, a project, a company, a movement?

Ask yourself:

- Why do you join a movement?
- Which have you felt compelled to join? Why?

If you want an inspirational jolt, watch this video or read the [transcript](#).



Think about your favorite band, team, or company. Who started it? Why? Do you have anything in common with this person? What skills does this person have that you might share, or would like to develop?

Write or discuss your thoughts and noticings.

What is a social entrepreneurship?

What's unique about social entrepreneurs?



Write your initial definition of “social entrepreneurship.”

Then, watch the "What is Social Entrepreneurship" video and reflect on the following prompt:

- Would you rather create or work in a social entrepreneurship venture, or a more traditional organizational setting? Explain your reasoning.

How do you know if you have the “stuff” it takes to become a social entrepreneur?

Who are a few famous entrepreneurs that you know of?

What's unique about these people?



Identify two entrepreneurs, at least one of whom launched a social impact venture. Draw a Venn diagram or write a few sentences explaining the patterns that they share.

Which industry resources, news outlets, and media sites will you use to learn from and be inspired by entrepreneurs and activists?



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Review



Do some preliminary research and keep track of your findings (what you find and how you found it). Which three sources seem most compelling, promising, and informational? Which search terms do you use to find them? How might you use these and other resources to enhance your industry awareness and pick up great ideas to put into practice?

If you need a place to start, try [Crain's](#).

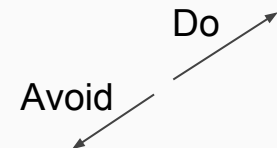
Write a one or two sentence reflection on each of your selected resources and their value.



You are starting to build your personal understanding of the entrepreneurial landscape. Hopefully you realize how much work goes into building an entrepreneurial venture. Based on your preliminary research, please respond to the following questions (it helps if you have specific examples of success or failure in mind).



Imagine you are a social entrepreneur launching a new venture. What are three things you know you must do in order to succeed? What are three things you must avoid like the plague?



## 2

## Lesson 2: Visualize

Guiding Question:

What is the difference between a mission and vision statement? Why are both uniquely critical?

Watch the video "Apple - Perspective" and then respond to the prompt.



How do you feel when you watch this video? What do you want to *do*?

Write a paragraph or discuss.

*Mission* and *vision* commonly get mixed up. What is a mission statement? What is a vision statement? Why are both critical to the success of your impact venture?



Watch this video and take notes; then clarify your understanding of these concepts by defining both in your own words.

- What is a mission statement?
- What is a vision statement?

Read the news; expand or deepen your research in industries that interest you. Look for articles and videos to find one illustrative example of a company's mission and vision. Be sure to find both; they can be from the same company or different.



MARKETING | 10 MIN READ

## 12 Truly Inspiring Company Vision and Mission Statement Examples

[Click Here to Read Article](#)



Research mission and vision statements.

- Find a few examples that stand out to you.
- Cite your sources.
- Explain the examples you selected for mission and vision. Why are you drawn to them, and why do their missions and visions speak to you?

Make it real! Ask a business professional about the company's mission and vision. Ask an entrepreneur.

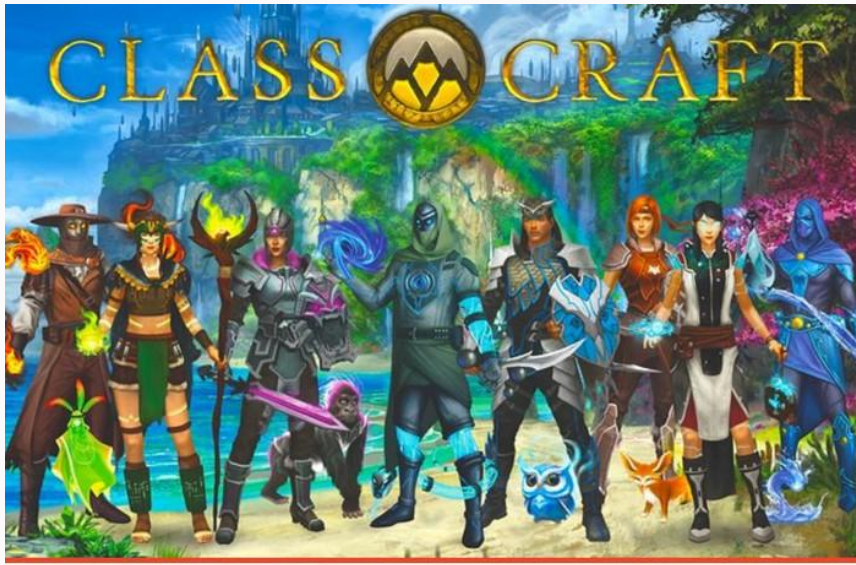
Walk into any business. Speak respectfully with employees and ask about the mission and vision. Do they know it? Is it tangible in the product or service?

Remember: you can politely ask to speak with the owner or manager!



Go now!

Then write a one or two paragraph reflection about the experience and what you learned. How did businesses respond to you and your questions? What insights did you glean?



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