

# Social Impact Plan

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 1-3



# 1

Lessons 1-3: Mission & Vision. 3-4 hours  
NOTE: Please take complete liberty to customize this as it suits you: replace videos, customize activities and prompts. This program is a foundation for your learning, not the sum itself!

Welcome to Social Impact. Begin your Quest by watching and listening to Griffen Saul and Jahkil Jackson, inspiring young people from Chicago who make the world better each and every day.



[Griffen Saul](#) video



[Jahkil Jackson](#) video

# Start

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


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?



[Jimmy V. ESPY Speech. 3.3.1993](#)

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

# Define

*What is a social entrepreneurship? What's unique about social entrepreneurs?*

Write your initial definition of social entrepreneurship.



Read the article, [Lessons in Social Entrepreneurship from the People Making a Real Impact](#).

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 in a more traditional organizational setting?" Explain your reasoning.



[SENS Social Entrepreneurship](#) video

# Identify

*How do you know if you have what it takes to become a social entrepreneur? Who are a few famous entrepreneurs that you know of? What's unique about these people?*

Consider the range of impactful skills, values, and people introduced in the article: [The 10 Greatest Social Entrepreneurs of All Time](#).



- 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.



[Marian Spier TEDx](#) video

# Reflect

*What are the do's and don'ts of an entrepreneurial venture?*

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.
  - a. What are three things you know you must do in order to succeed?
  - b. What are three things you must avoid like the plague?

If you need help understanding why or how to research, begin with this article: [7 Reasons Why Research Is Important](#)

# 2



# Visualize

*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.




[Apple -- Perspective 2014](#)

# Scour

*Where can you find examples of missions and visions?*

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.

 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.
  - a. Why are you drawn to them, and why do their missions and visions speak to you?

The world is filled with mission and vision statements. In this article, you may discover the [Difference Between Mission and Vision Statements: 25 Examples](#).

# Personalize

*Who can answer your questions?*

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?

If you're struggling to get going, you can start with [How Social Entrepreneurs Begin to Measure Impact](#).

The remaining 8 YES lessons are available now for students, teachers, nonprofits, community organizations, and schools!

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