

# Social Entrepreneurship

## On the Road

(to a more sustainable future)

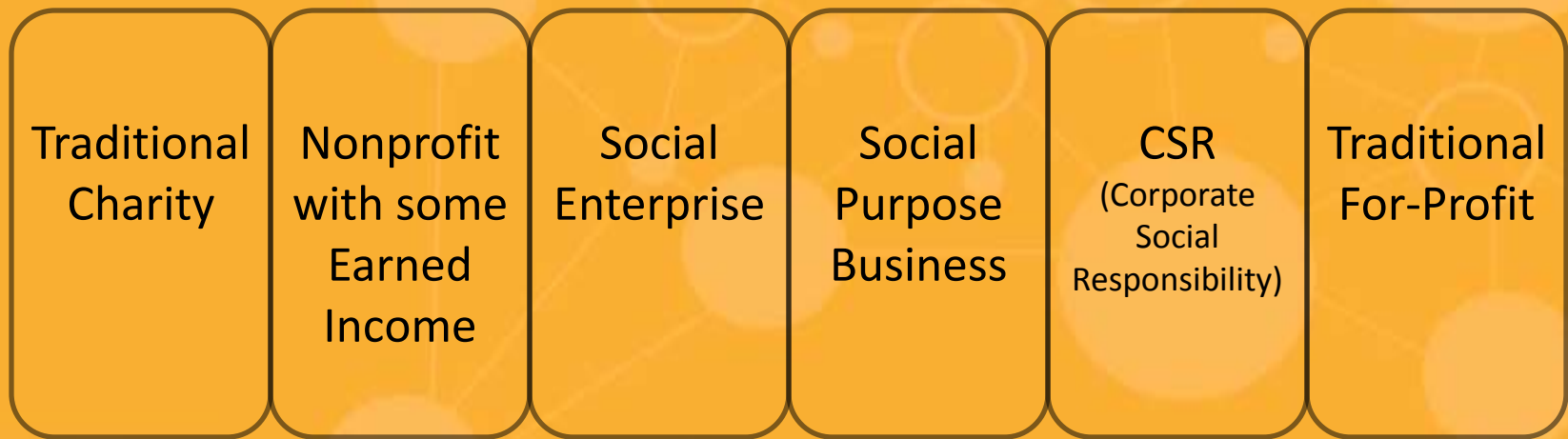
Sean McGee

**CAUSEIMPACT**

# What is Social Entrepreneurship?

- Double Bottom Line
  - Financial Return
  - Social Return
- Social Value Creation

# Blended Value Spectrum



Mission

Motive

Profit

Stakeholders

Accountability

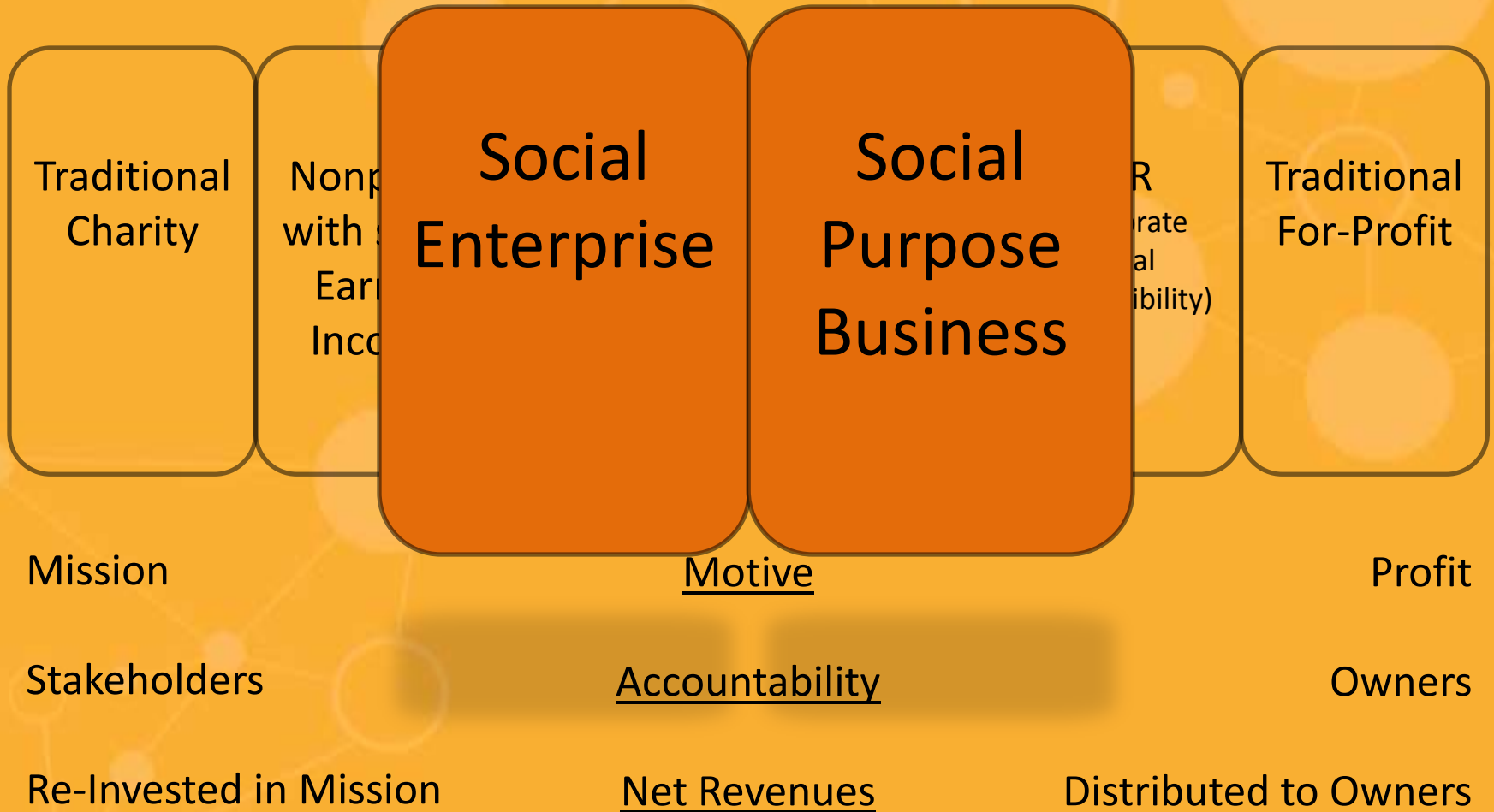
Owners

Re-Invested in Mission

Net Revenues

Distributed to Owners

# Convergence



# Success Factors – Impact Grid™

**Perception**

**Persistence**

**People**

**Process**

# Perception

- Are we a traditional charity? *or*
- Are we an innovative and entrepreneurial organization that happens to be organized as a nonprofit?
- Is being innovative and entrepreneurial a strategic priority?

# Persistence

“Nothing in the world can take the place of Persistence.

Talent will not; nothing is more common than unsuccessful men with talent.

Genius will not; unrewarded genius is almost a proverb.

Education will not; the world is full of educated derelicts.

Persistence and determination alone are omnipotent.

The slogan '**Press On**' has solved and always will solve the problems of the human race.”

- Calvin Coolidge

- **Passion**

# People

- Do we know our strengths and weaknesses?
- Do we know our own biases?
  - Are we managing them?
- Do we have optimal balance?
- How do we address our gaps and blind spots?
- Assemble an Impact Team™.
- Involve all major stakeholder groups.

# Process

1. Strategic Framework: Readiness
2. Brainstorming: Ideation
3. Concept Development: Business Planning
4. Bootstrapping: Resourcing
5. Implementation: Launch
6. Management: Iterate & Adjust
7. Innovation Cycle: Repeat steps 2-6

# Bootstrapping

- Anybody can write a:

## **Barenaked Ladies Business Plan™**

“If I had a Million Dollars...” ©WMG

- “Pull yourself up by your bootstraps.”
- Get where you need to go,  
using what you’ve already got.

The background features a network diagram with various sized nodes (circles) connected by thin lines, set against a solid yellow background. The nodes are scattered across the frame, with some larger and some smaller, creating a sense of interconnectedness.

**Questions?**

**When is the  
best time to  
plant a tree?**

# Thank You!

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