



“It’s the combination: a big idea with a good entrepreneur...there’s nothing more powerful. That’s just as true (for) education and human rights as it is for hotel and steels.”

-- Bill Drayton

Mission comes first:

Social entrepreneurs are:

Characteristics	Examples
Ambitious	
Mission-driven	
Strategic	
Resourceful	
Results oriented	

Relevance

	<i>Rating (1-5)</i>	<i>Priority (1-5)</i>
Mission is driver		
Problems are opportunities		
Resourceful and strategic		
Obsessed with impact		

Application

	This week	This quarter	This year
Mission			
Opportunities			
Strategy			
Impact			