

MISSION WISE Building Healthier Nonprofits

A DIVISION OF COMPREHENSIVE HEALTH EDUCATION FOUNDATION

## Mission and Impact: Social Entrepreneurship

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### Agenda

1. Perceptions
2. Definitions and history
3. Entrepreneurial approach
4. Relevance
5. Perceptions

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**For discussion:**

**What are the common characteristics of entrepreneurs?**

**(Positive and negative)**

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**Entrepreneurs**

- See problems
- Envision solutions
- Take action
- Innovative
- Bold
- Ask: *How?* and *Why?*



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"I never perfected an invention that I did not think about in terms of the service it might give others... I find out what the world needs, then I proceed to invent."

- Thomas Edison



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**History**

- Entrepreneurs throughout history in both sectors
- 1700: term coined by French economist

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### Who are they?



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### Entrepreneurs



Walt Disney  
*Entertainment*

Ray Kroc  
*We don't dine – we eat and run*

Madame C.J. Walker  
*Beauty products for African American women*

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### Who are they?



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## Social entrepreneurs



Maria Montessori  
*Education*



Florence Nightingale  
*Nursing*



Margaret Sanger  
*Family planning*

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## Modern entrepreneurs



Anita Roddick,  
The Body Shop



Muhammad Yunus,  
Grameen Bank



Marian Wright Edelman,  
Children's Defense Fund



Steve Jobs, Apple



Dr. Paul Farmer,  
Partners in Health



Howard Schultz,  
Starbucks

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“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 or steels.”

--Bill Drayton  
Founder and CEO, Ashoka

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**Why entrepreneurship?**

- Funding changes
- Outcomes, rather than needs
- Underlying causes
- Openness to business
- Beyond "doing good"



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**Bill Drayton, Ashoka**



Mission: shape a global, entrepreneurial, competitive citizen sector: one that allows social entrepreneurs to thrive and enables the world's citizens to think and act as change makers

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**Where are they?**

- Starting new organizations
- Within established organizations: "intrapreneurs"

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**Who do you know?**

Who are the entrepreneurs involved in your organization (internal or external)?

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**Entrepreneurial approach**

- Mission drives
- Problems are opportunities
- Resourceful and strategic
- Obsession with impact

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**Mission drives**

Provide quality, service, cleanliness and value



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Empower the world's poorest people to lift themselves out of poverty with dignity through access to financial services and to information



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Enable each child to realize his or her richest potential for learning and to become an independent, self-motivated and contributing member of the world community



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**Problems = Opportunities**

- Embarrassing scalp ailment:  
Madame CJ Walker  
Manufacturing Co.  
(3,000 employees)



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**Problems = Opportunities**

"I felt that mental deficiency presented chiefly a pedagogical, rather than mainly a medical, problem."

The Montessori Method



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**Resourceful and strategic**

- It's not just about \$
- Ability to mobilize resources
- Use intangibles (ideas, relevant knowledge, experience, relationships, passion...)



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**Obsession with impact**



2100 global affiliates  
100 countries  
275,000 homes  
housing 1 million people  
millions of volunteers



Mission: to eliminate poverty housing and homelessness from the world, and to make decent shelter a matter of conscience and action.



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**Relevance**

	Rating? 1-5	Priority? 1-5
Mission drives		
Problems are opportunities		
Resourceful and strategic		
Results oriented		

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**For discussion:**  
**What are the characteristics of an entrepreneur?**  
**(Positive and negative)**

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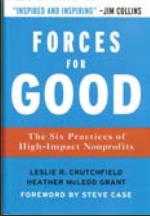
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“At its core, social entrepreneurship is an externally focused act.

It’s all about results, not processes.

And that’s why it sometimes looks so messy and chaotic from the outside.”



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