



**SOCIAL
ENTREPRENEURSHIP**

MSB 4182

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MODULE II SOCIAL ENTREPRENEURSHIP

DRIVERS AND CHALLENGES



THE DRIVERS OF SOCIAL ENTREPRENEURSHIP



THREE BUILDING BLOCKS OF SOCIAL ENTREPRENEURSHIP

- **Sociality**
 - **Innovation**
 - **Market orientation**
-

SOCIALITY



- Refers to the social and environmental focus of social entrepreneurship
- Identified through the creation of public goods and positive externalities
- Six fields are natural settings for social entrepreneurship initiatives:
 - welfare and health services
 - education and training
 - economic development
 - disaster relief and international aid
 - social justice and political change
 - environmental planning and management

DRIVERS

EXPLORE...

THE RISE OF GLOBAL
CONNECTEDNESS.

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COMBINATION OF NOT-FOR-
PROFITS AND OTHER CIVIL
SOCIETY ORGANIZATIONS

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1
THE RAPID INCREASE OF GLOBAL
CRISES AND TO RESPOND TO THE
NEW CHALLENGES POSED BY
THESE SO-CALLED 'WICKED
PROBLEMS'

3
THE REDEFINITION OF THE
ROLE OF THE STATE- THE RISE
OF NEOCONSERVATIVE
POLITICS

ELEMENTS OF THE SOCIAL ENTREPRENEURIAL PERSONALITY

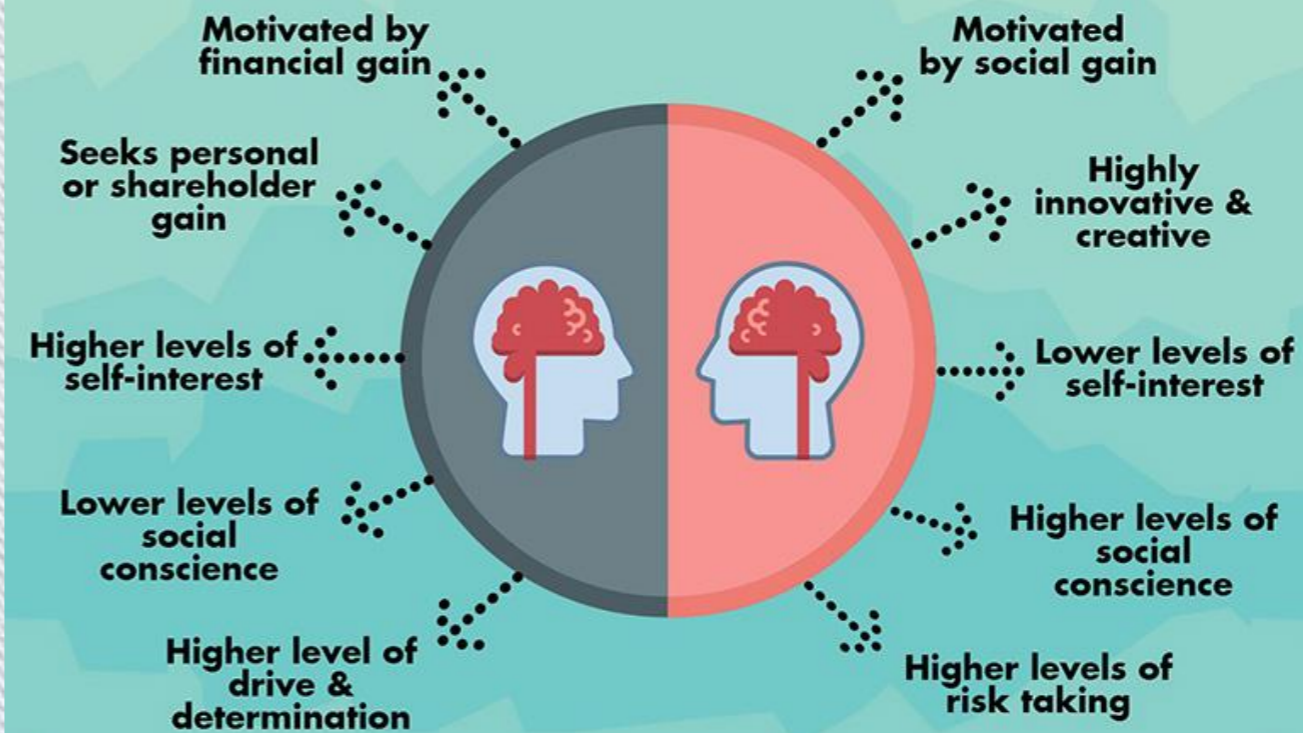
Personality Traits of Traditional vs Social Entrepreneurs

Traditional Entrepreneur

Someone who habitually creates and innovates to build something of recognized value around perceived opportunities

Social Entrepreneur

Someone who seeks to maximize social value or social capital from non-profit pursuits to solve social problems



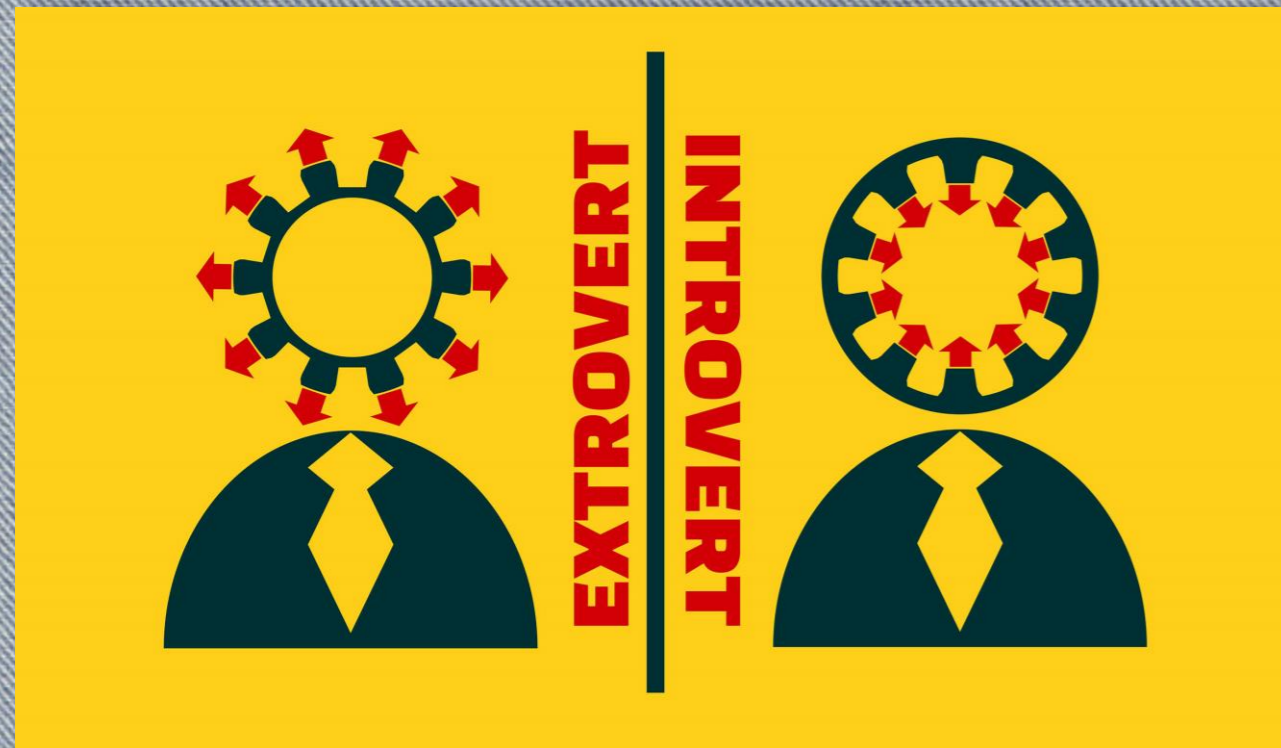
This infographic is inspired by the research article *'Personality trait differences between traditional and social entrepreneurs'* from Social Enterprise Journal. Explore our Entrepreneurship research at: www.emeraldgroupublishing.com/promo/entrepreneurship.htm

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SOCIAL ENTREPRENEURIAL PERSONALITY



Social entrepreneurial personality is understood as a combination of stable traits common to social entrepreneurs, uncommon within the rest of the population, which cause them to act the way they do.

ENTREPRENEURIAL PERSONALITY



➤ **RISK-TAKING TENDENCY**

➤ **INNOVATIVENESS**

➤ **NEED FOR ACHIEVEMENT**

➤ **NEED FOR INDEPENDENCE**

➤ **PROACTIVENESS**

➤ **STRONG ETHICAL FIBRE**

➤ **EMPATHY**

➤ **SENSE OF SOCIAL RESPONSIBILITY**

Business entrepreneurs are said to strive for profit, social entrepreneurs focus on their social mission.

SOCIAL ENTREPRENEURSHIP

CHALLENGES



CHALLENGES



FINANCIAL CONSTRAINTS



**ATTRACT & CULTIVATE
TALENTED WORKERS**



**EVALUATION OF SOCIAL
ENTREPRENEUR IMPACT**



SCALING AND ITS IMPACT

FINANCIAL CONSTRAINTS

- ✓ Have less trouble financing a new idea than financing the growth of their organization.
- ✓ Government funding is less because of its reporting requirements
- ✓ One possible solution is **philanthropy** - can be time consuming and not conducive to build great institutions.
- ✓ So **Financing Social Ventures** ????



KEY PIPELINES OF SUPPORT AND RECOGNITION.

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➤ FAMILY AND FRIENDS

➤ CLASSMATES

➤ PROFESSIONAL CONTACTS

➤ CORPORATIONS AND PUBLIC FOUNDATIONS

➤ SOCIAL VENTURE COMPETITIONS AND PRIZE PROGRAMS

➤ IMPACT INVESTORS

➤ WEB-BASED INTERMEDIARIES.

➤ FELLOWSHIPS

SOCIAL
ENTREPRENEURS
FINANCE
ORGANIZATIONS





Pierre Omidyar, the founder of eBay, created the Omidyar Network, a “**philanthropic investment firm**” that finances market-based efforts to catalyze economic and social changes.



Bill Gates directs some of his philanthropic efforts to champion a more “creative capitalism” to “stretch” markets so they better serve the poor.

ATTRACT & CULTIVATE TALENTED WORKERS

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TACTICS

- ✓ To make the process competitive and prestigious
- ✓ To enlist alumni to tell stories about transformative moments in their classrooms.
- ✓ To frame the job as a challenge, similar to an Outward Bound or Peace Corps experience.
- ✓ Candidates are inspired to join a community of people who are fighting for justice, many of whom will become lifelong friends.

REQUIREMENTS

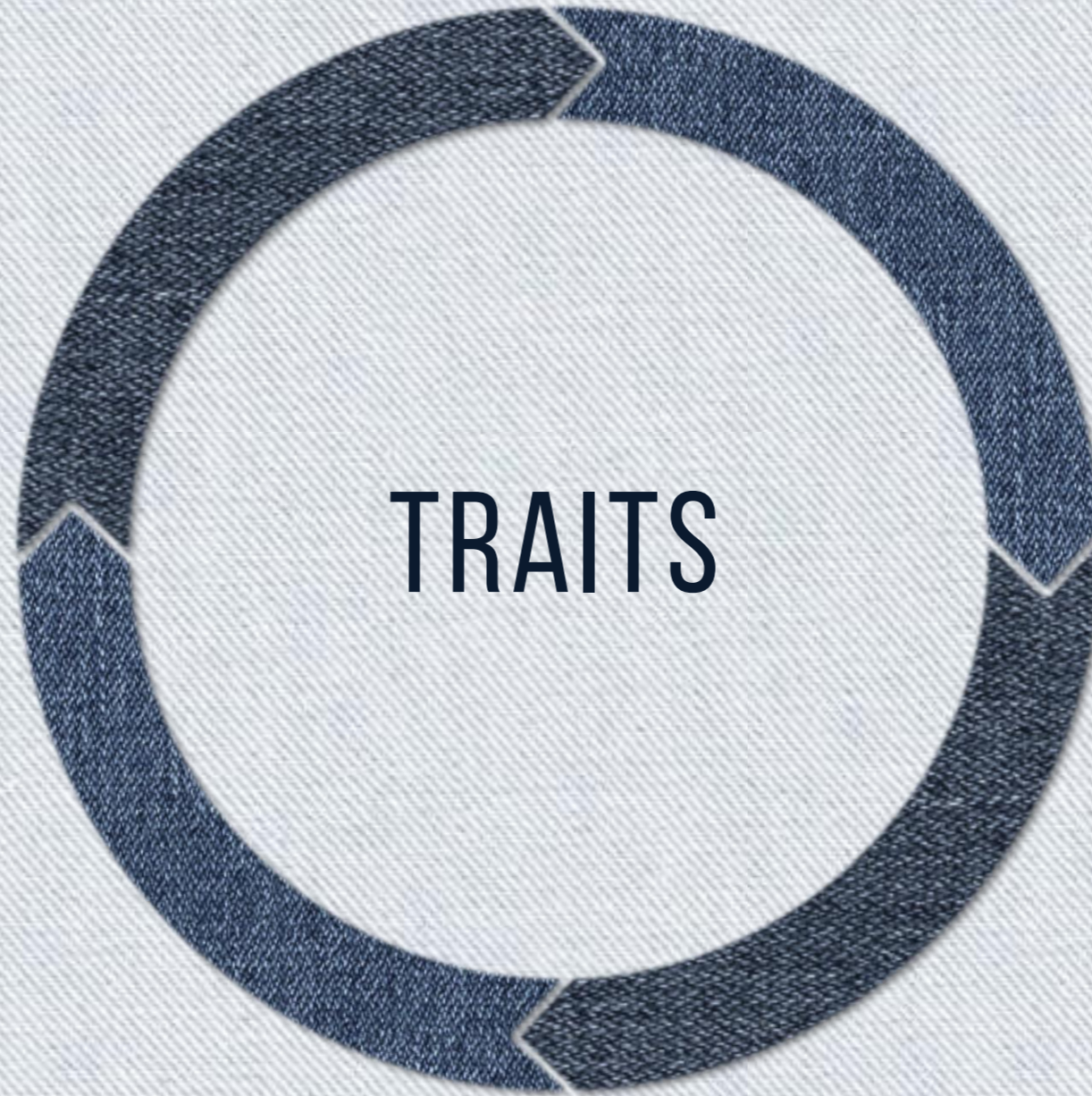
GRATEFUL OF PEOPLE

OPEN TO EXPERIMENTATION

TRAITS

GOOD AT COMMUNICATION

FOCUSED ON RESULTS



CULTIVATION OF TALENT

- ✓ Create internal spaces for people to discover their potential through experimentation.
- ✓ Celebrate people who take initiative, even when their ideas don't work.
- ✓ Encouraging and integrating the ambitions of self-starters
- ✓ It is a microcosm of the global challenge we face: building a world of active citizens.

EVALUATION OF SOCIAL ENTREPRENEUR IMPACT

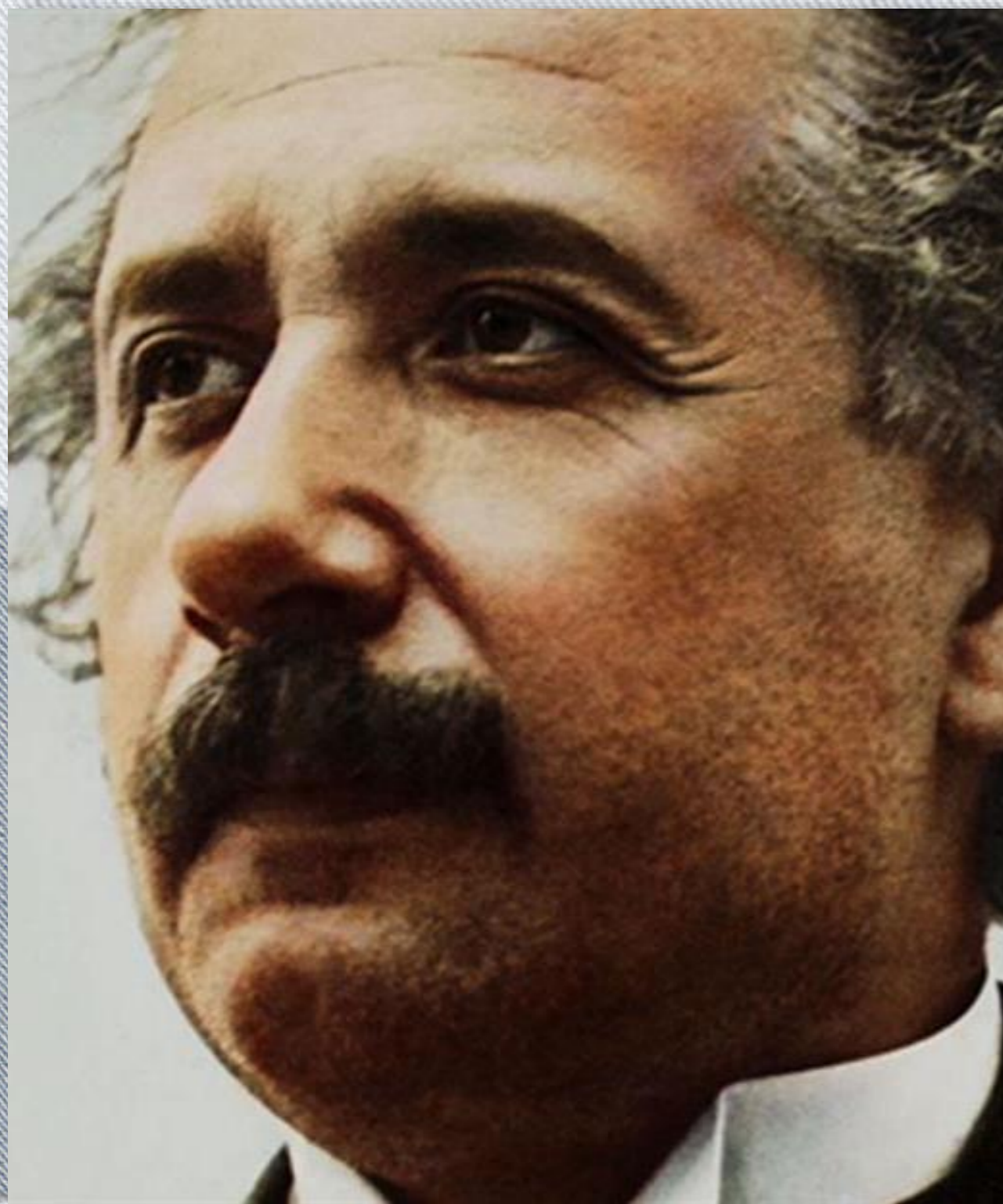
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- ✓ Measuring long-term results in the social sector is more difficult.
- ✓ It is difficult to measure
- ✓ funders make decisions based on subjective evidence, personal preference / political exigency.
- ✓ Social Return On Investment like ROI in business
- ✓ For Ashoka, it's the percentage of fellows whose work has shifted patterns in their fields.
- ✓ For the Grameen Bank, it's the percentage of borrowers who have risen out of poverty

SCALING IMPACT VS. SCALING THE ORGANIZATION

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- ✓ When measuring growth and success, it is important to **distinguish** between the **scale of an organization and the scale of its impact**.
- ✓ In order to achieve innovation and change, **society needs a recombination** of knowledge.
- ✓ Social entrepreneurs are the —**creative combiners** who can help with this.
- ✓ They can carve out space in society to foster whole solutions and **bring people together** who would not merge naturally.
- ✓ When it comes to solving social problems, **the integration of labor, rather than the —division of labor**, is likely the way forward



ALBERT EINSTEIN

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“

Not everything that counts can be counted, and not everything that can be counted counts

“We must take care not to make intellect our god , It has, of course, powerful muscles, but no personality.

It cannot rule, only serve.”

THANK YOU FOR LISTENING!

ANY QUESTIONS?

