

SERVE HERE AMERICA

Learning Module Week 7: Social Entrepreneurship

Participants should now have the tools to understand what it means to be civically engaged and why civic engagement is important for maintaining professional and personal connections. Being civically engaged can help advance careers, provide positive input and support to communities, and, subsequently, lead to a more cohesive society.

Preparation:

Suggested Reading from the Springer Text:

- “Teaching the Social Entrepreneurs of Tomorrow” by Erick Gordon
- “Compassionate Capitalism, the Workplace, and Social Capital” by Sharon Hunt and James Mattson
- “The Economics of Social Capital: Considering the Fiscal Value of Social Networks” by Max Crowley and Lawrie C. Green

Learning Objectives:

- ❑ Participants should identify and list the specific steps or stages in their approach to problem solving (based on this week’s readings)

For this week’s class:

- A. Please make the slides available before class, so participants can use them to guide their reading.
- B. Consider inviting a guest speaker to discuss his or her civic engagement and experience with networking groups
- C. Guest speakers are always encouraged. In fact, participants should invite people from their networks to join the learning module as a guest speaker.
- D. Please see PowerPoint for Week 7

Note: See PowerPoint slides

Slide 1: Social Entrepreneurship

Slide 2: Schedule

- Check In – How is everything going?
 - Talk about work-related matters before diving into the planned material for the evening. Have each fellow speak and provide an update.
- Further Analysis/Thoughts of CEO/Exec. Director Interviews
- Meg Jay’s Ted Talk (Discuss)
- Problem Solving
- Announcements

Slide 3: Learning Objectives

- Identify and list the specific steps or stages in your approach to problem solving (based on your reading in problem solving).
- List which of these groups will need coordinated efforts of your peer network group to achieve,
- List which of these steps needs to be done in connection and cooperation with your employing agency to achieve.
- What are the names/titles of specific individuals at your employing agency that you will need to engage in this effort?

Slide 4: Millennial Motivations

- “Wagner also suggests that employers who fail to provide a sense of purpose greater than profit margins often find themselves with young employees who fail to fulfill their potential contributions to the organization. A senior executive interviewed by Wagner put it this way: “They want to know what they are contributing—what is the larger significance of their work. And if you can’t give them a satisfactory answer, they’re gone” (p. 21). In the words of millennial-entrepreneur, Nico Luchsinger, Co-founder of the Sandbox Network, “It’s not about climbing the ladder, or bonuses at the end of the year. It’s about building things that have the potential to change the world” (Hylerstedt, 2012). In short, it seems many Millennials long to make a difference in the world” (Gordon 2015: 1-2).

Slide 5: Social Entrepreneurship

- “Like an entrepreneur, a *social entrepreneur* identifies a problem and takes the initiative to build solutions to address unmet needs. The difference, though, is the type of problem. A social entrepreneur works in the context of humanitarian problems. Rather than efforts directed toward something like better vacuuming (and quick economic profits), what drives the *social entrepreneur* is helping people and creating *social capital*, the non-economic wealth within a community (Kolko, 2012)” (Gordon 2015: 2-3).

Slide 6: Learning Through Doing (Introduce the concept of design thinking and find someone to speak on this for the Spring Learning Module)

- Human Centered Approach
 - Breaker
 - Design thinking
 - Tim Brown