improving people's lives

How to be a Successful Social Entrepreneur

3rd March 2011

Can you teach it?

“ An entrepreneur is not what you call yourself, it’s what someone calls you in recognition of what you’ve achieved..... Anybody who stands up and says ‘I’m an entrepreneur’ needs shooting. You’ll drive people crazy”

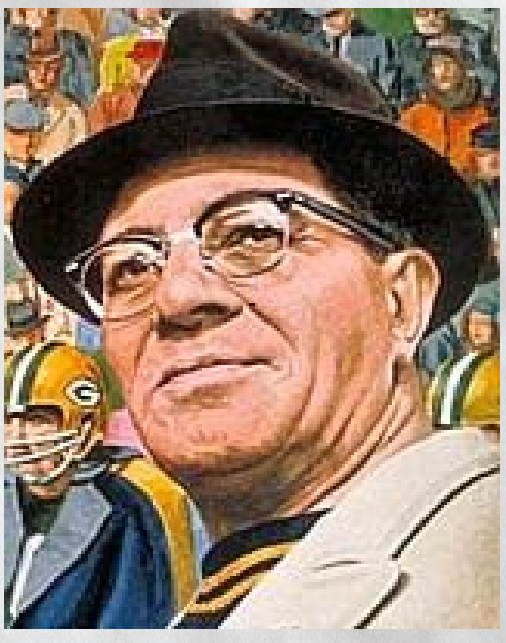
Lord Sugar of Clapton

What is a (social) entrepreneur?

- "[An entrepreneur is] *one who undertakes an enterprise, especially a contractor, acting as intermediary between capital and labour"*
  - Jean-Baptiste Say
- *"A social entrepreneur .....uses entrepreneurial principles to organise, create and manage a venture to achieve social change"* - Wikipedia
- **Someone who undertakes a social enterprise?**

It's the team, stupid

" Individual commitment to a group effort – that is what makes a team work, a company work, a society work, a civilization work"



Vince Lombardi, American football coach

Vision and passion

“ I believe that a passion to create change and make a difference is what drives most entrepreneurs. What makes an entrepreneur successful is the ability to create a clear vision and purpose and communicate it in such a way that people 'get it' and want to be a part of it”

Emma Harrison, Chair and founder, A4e

Planning for success

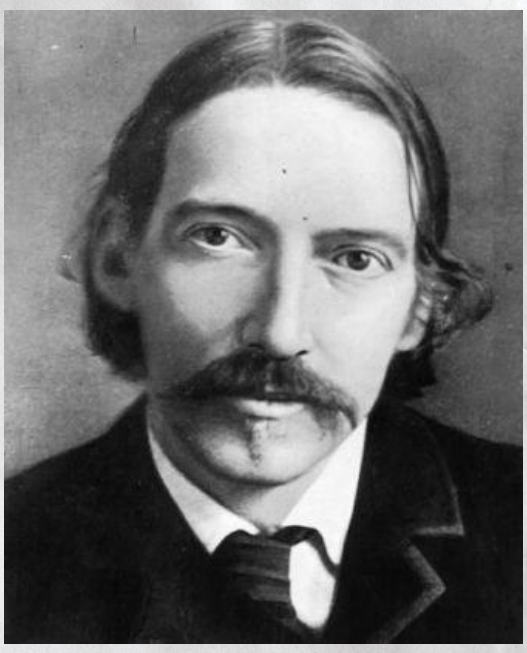
“ Those who plan do better than those who do not plan even though they rarely stick to their plan”

Winston Churchill

Selling you and your services

" I find it useful to remember, everyone lives by selling something, whatever be his right to it."

Robert Louis Stevenson



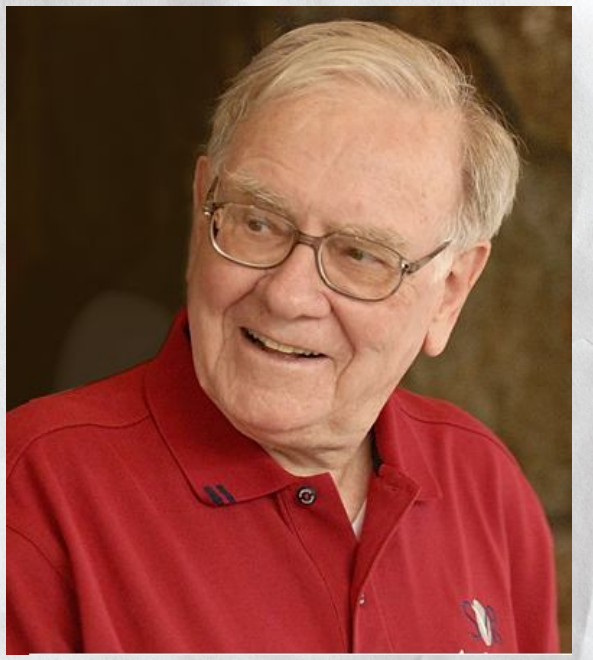
Know your limitations

“ Hire people cleverer than you and delegate more than you think is good for you”

Sir Peter Parker, former CEO, British Rail

Manage the money

"The first rule is not to lose money. The second rule is not to forget the first rule."



Warren Buffett, Legendary American investor

Resilience

"Nobody talks about entrepreneurship as survival, but that's exactly what it is and what nurtures creative thinking"

Dame Anita Roddick

Conclusion

"Business planning skills are difficult – I need support as this is beyond my background"

"[The social enterprises] *that come about will be led by outstanding individuals – greatest risk is that they lose heart or leave"*

Third Sector Research Centre, January 2011*

* Social enterprise spin-outs from the English health service: a Right to Request but was anyone listening?

Robin Miller and Dr Ross Millar, Health Services Management Centre, University of Birmingham

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