

# US-Saudi Women's Forum on Social Entrepreneurship

WORKING TOGETHER TO SOLVE SOCIAL ISSUES USING  
BUSINESS AND LEADERSHIP SKILLS



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**Notes:**

# How to be a Social Entrepreneur

Module 2: Session 1



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**Notes:**

## What are we doing today?

- Social Enterprising Leader Panel
- You as a Social Enterprising Leader
- How to Change the World
- Community Needs
- Homework Assignment

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**Notes:**

# Social Enterprising Leaders

Module 2: Session 2



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**Notes:**

# HOW TO BE A SOCIAL ENTREPRENEUR

This session provides you with the opportunity to meet and learn from successful social entrepreneurs in Jeddah. We will try to discover the process and skills each panelist took to become a social entrepreneur. Use the questions below and paper in your notebook to complete this page for each social entrepreneur.

Name of Organization: \_\_\_\_\_

Field/Focus Topics: \_\_\_\_\_

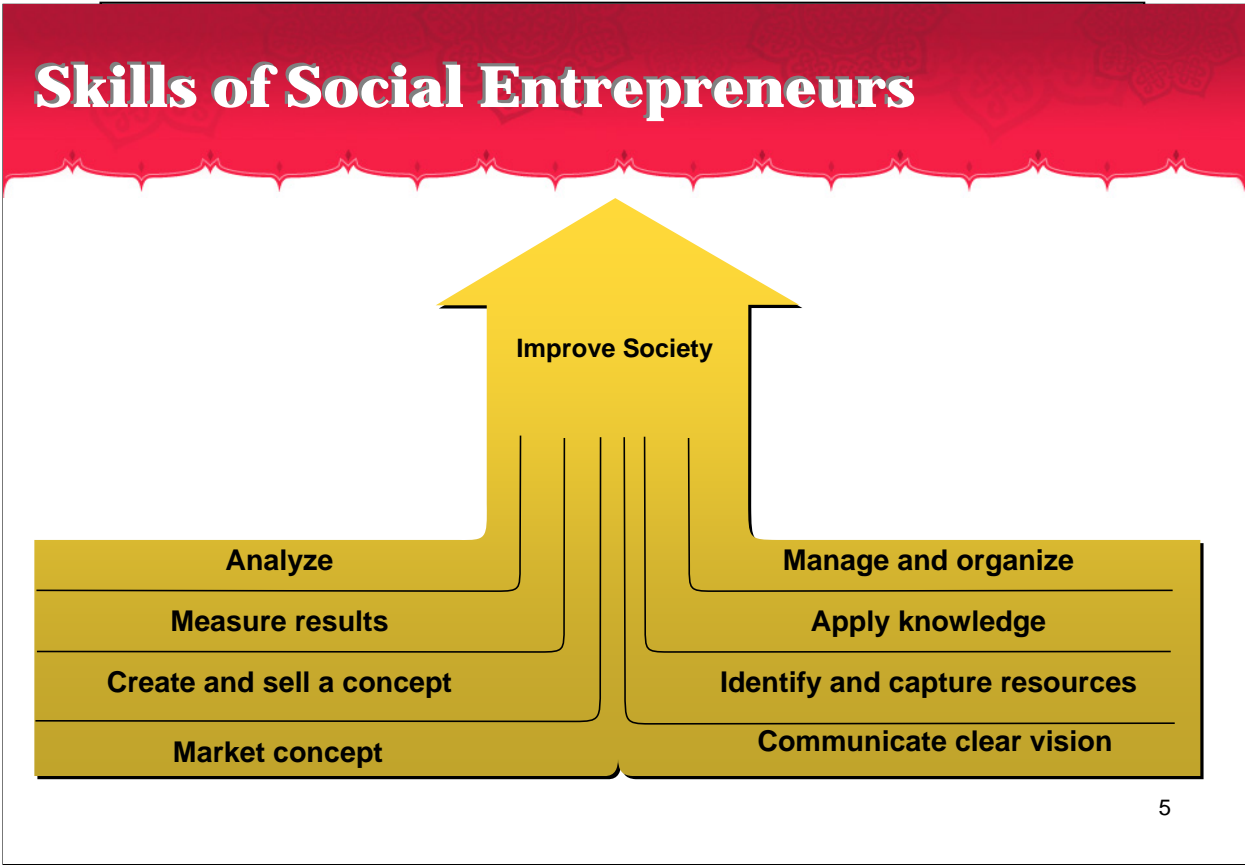
Name of Leader: \_\_\_\_\_

Location of organization: \_\_\_\_\_

Location of work and services: \_\_\_\_\_

## QUESTIONS

1. How did the panelist learn this was something she wanted to do? What was her *moment of obligation*?
2. How long was it between when the panelist realized "she needed to do something" and "doing the something"?
3. How does the panelist define and measure success for her organization?
4. How does the panelist plan to grow her organization? Who does she need to partner with?
5. How did the panelist first get funded? How does she get funding now?
6. How big is her team and how did she form it?
7. What does she think are the greatest skills for making this successful?
8. Where were the places she needed to learn new skills?
9. What keeps the panelist awake at night?
10. How can I as a student be involved?



Notes:

## Characteristics of Social Entrepreneurs

**INSPIRATION**

risk

**motivation**

values

seize new opportunities

ethical

knowledge

change

**social impact**

self-aware

**social mission**

creativity

courageous

inventing

**passion**

team

**innovation**

pursue

identify opportunity

measurable results

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### Notes:

Instructions: Think about the guest speakers and panelists you have heard today and yesterday. Write examples of when in their careers they demonstrated these characteristics:

### Sources:

[1] The New Heroes. [www.pbs.org/opb/thenewheroes/whatis/p\\_index.html](http://www.pbs.org/opb/thenewheroes/whatis/p_index.html)

[2] Roger L. Martin and Sally Osberg. "Social Entrepreneurship: the Case for Definition." Stanford Social Innovation Review. Spring 2007 (29-39). Quoting J. Gregory Dees, "The Meaning of 'Social Entrepreneurship,'" reformatted and revised, May 30, 2001.

## Successful Social Entrepreneurs Have a Willingness to:



Bornstein, D. (2004). *How to Change the World: Social Entrepreneurs and the Power of New Ideas.*

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**Notes:**



# Connecting Through Technology

Module 2: Session 3

Ms. Evagelia Emily Tavoulareas  
ICF International



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**Notes:**

## What is “Social Media”?

- Information content created by people that is intended to facilitate communications, exchange of ideas/information, and interaction with peers and public audiences.
  - Blogs
  - Social Networking sites (ie. Facebook)
  - YouTube
  - Twitter
  - Flickr

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**Notes:**

## New Media & the Forum

- US-Saudi Women's Forum Blog
  - [www.us-saudiwomensforum.blogspot.com](http://www.us-saudiwomensforum.blogspot.com)
- US-Saudi Women's Forum Social Networking Site
  - [www.us-saudiwomensforum.ning.com](http://www.us-saudiwomensforum.ning.com)

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**Notes:**

## Why a Blog?

- Project updates
- Partnership-building tool
- Media outlet
- Forum for discussion
- Create a resource on social enterprise in the Gulf for a global audience
- Embed video taken at events
- Highlight case-studies of Social Entrepreneurs

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**Notes:**

# Forum Blog

## US-SAUDI WOMEN'S FORUM ON SOCIAL ENTREPRENEURSHIP

WORKING TOGETHER TO SOLVE SOCIAL ISSUES USING BUSINESS AND LEADERSHIP SKILLS

### MISSION

The US-Saudi Women's Forum on Social Entrepreneurship aims to enrich the lives of women and their communities through the application of business and leadership skills to social needs, while generating societal and economic value.



### FOOD FOR THOUGHT...

"Social entrepreneurs identify resources where people only see problems. They view the villagers as the solution, not the passive beneficiary. They begin with the

WEDNESDAY, FEBRUARY 25, 2009

### Women of the Gulf showcase their achievements

As we prepare for the first event of the US-Saudi Women's Forum on Social Entrepreneurship, which will occur in Jeddah this spring, we are excited to hear about an exhibition being organized by the Jeddah-based Al-Eman Association.

The First Gulf Women Exhibition will showcase the experiences and achievements of women around the Gulf in various fields. There will be specialized sections on: businesswomen, higher education, and health care.

As we are all keenly aware, the image of women in the Gulf often includes words like: "oppressed" "uneducated" "sheltered". This exhibition will show other women of the Gulf, and the rest of the world, that there are women doing incredible work all over the Gulf. Women in business, health care, education,



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## Notes:

## Why a Social Network?

- Encourages “real-time” communication
- Partnership-building tool
- Opportunity to:
  - Share information
  - Create & publicize events
  - Create & update groups
  - Start & participate in discussions
  - Build a network of contacts interested in social enterprise
  - Upload and share media (photos/videos)

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**Notes:**



### Notes:

## 2008's Most Visited Sites

facebook

Google™

You Tube

YAHOO!®

Blogger™

msn.

myspace.com  
a place for friends..

twitter



flickr™

Source: Based on data from Alexa, Nielsen, and top ten list searches on the Web.

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Notes:



## Stay Connected

- **Through the BLOG**
  - Comments section
  - Send Emily
- **Through the NETWORK**
  - Discussion groups
  - Communicate directly with faculty from DAH and Babson
  - Communicate directly with ICF project management team
- **Questions/concerns? Email:**
  - [etavoulareas@icfi.com](mailto:etavoulareas@icfi.com)

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**Notes:**

# You as a Social Enterprising Leader

Module 2: Session 4

Break Out Rooms



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**Notes:**

# BRAINSTORMING

## Introduction

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Brainstorming is a technique that groups use to generate ideas. The most important rule in brainstorming is to be nonjudgmental. Great brainstorming sessions are characterized by an “anything goes” approach. Judging, analyzing, and evaluating are not a part of brainstorming.

## Brainstorming Guidelines

- **Defer judgment** Avoid negative phrases such as “I thought of that before,” “that won’t work,” “you’re on the wrong track,” or “that’s not a good idea,” “that’s unrealistic,” or “I disagree.”
- **Include participants with different backgrounds** The more diversity of perspectives in the room, the more potential for creativity.



- **Everybody’s voice counts** The best answer can come from any corner. Try to get every team member to contribute.
  - **“Yes, And”** Make up ideas out of thin air, but also build, twist, and extend the ideas of other members.
  - **Quantity breeds quality** The more ideas you come up with, the more likely you are to arrive at the best solution.
- 
- **Keep moving** Don’t spend time on the details. Toss in ideas and move on.
  - **Select a recorder** Assign someone who can jot down all ideas somewhere where the group can see them.

# INDIVIDUAL ASSETS AUDIT

## Passion and Interests

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**ON THE NEXT PAGE**, draw any shape you want (circle, heart, square, star, etc.). Divide it into two sections and respond to one question below in each section:

1. What are your passions and interests? ("I feel most alive when...")
2. What about these passions and interests fulfills you? ("These interest me because...")

Some people know their passions and interests and some are still discovering them. If you can't identify your passions and interests, these questions may be helpful:

- When do you feel most alive?
- What excites you?
- What are your favorite TV commercials?
- What type of movies do you like?
- What social networking site do you use the most?
- What articles do you find yourself reading?
- What would you like to write a book about?
- How do you spend your free time?
- If you were granted the wish to speak with any person you wanted to, who would that person be?
- Which celebrities do you find the most interesting? Why?
- What organizations would you (or do you) volunteer at?

"Our passions are the things that consume us with palpable emotion.... The trick is not so much having passions as finding them: What makes us come alive? What do we get lost in? We should periodically gauge how much passion we have in our life and work, taking stock of areas where we are running low."

~ Chris Gergen, *Life Entrepreneurs*

**Draw your shape here:**

## ACCESS TO THINGS

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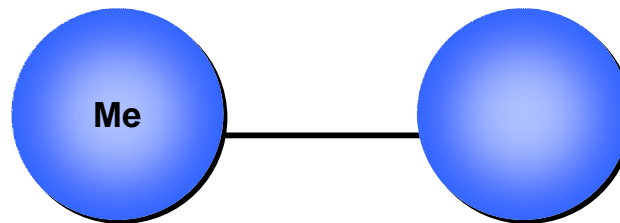
List or draw objects you own or have access to (e.g., car, clothes, phone, water bottle, books, computer, etc.):

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## ACCESS TO PEOPLE

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Who is in your **NETWORK**? Who could you access if you wanted to or needed to? (Family, friends, teachers, business owners, community leaders, celebrities, etc.) In addition, if you want to connect to someone, who could you ask in order to reach that person? Draw your own lines and circles to represent your network. In the circles, you can list the name of a person or organization, and then next to the circle also list their access to objects and people.



## Top 5 Accomplishments

What are you proud of **ACCOMPLISHING**? Think about the **five things** you are most proud of accomplishing in life so far. Only write accomplishments that you have a happy memory of doing.

**Step 1:** Write these accomplishments in the column on the left.

**Step 2:** For your first accomplishment, think about the skills, knowledge, and characteristics you demonstrated in order to achieve your goal. Write these in the columns under the skills, knowledge, and characteristics categories headings. For each of these words, put an X where the column matches your first accomplishment.

**Step 3:** Continue this process for the other 4 accomplishments, adding new skills, knowledge, and characteristics that reflect how you accomplished what you did.

Top Accomplishments	Skills (What talents or abilities did you use to accomplish your goal?)							Knowledge (What information did you learn or apply to accomplish your goal?)							Characteristics (What traits did you use to accomplish your goal?)						
Sample: Wrote a novel																					
1.																					
2.																					
3.																					
4.																					
5.																					



## Accomplishments (continued)

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**Step 4:** What patterns do you notice? Do certain columns have lots of Xs? Which ones?

Are there skills, knowledge, and characteristics you think of yourself as having but are not reflected in the above chart? If so, list them here:

**REVIEW YOUR WORKSHEETS IN THIS INDIVIDUAL ASSETS AUDIT SERIES AND ANSWER THE FOLLOWING QUESTIONS:**

- What patterns do you notice?
- Where are there complements between your passions, interests, knowledge, skills, characteristics, and networks?
- How could you use your access to objects and people to pursue one of your interests or passions?
- How could you apply your skills, knowledge, or characteristics to pursue one of your interests or passions?
- How could you apply your skills, knowledge, or characteristics to make the world a better place?
- How could you use your access to objects and people to make the world a better place?

# Passions and Interests

Module 2: Session 4

Large Group



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**Notes:**

# How to Change the World

Module 2: Session 5

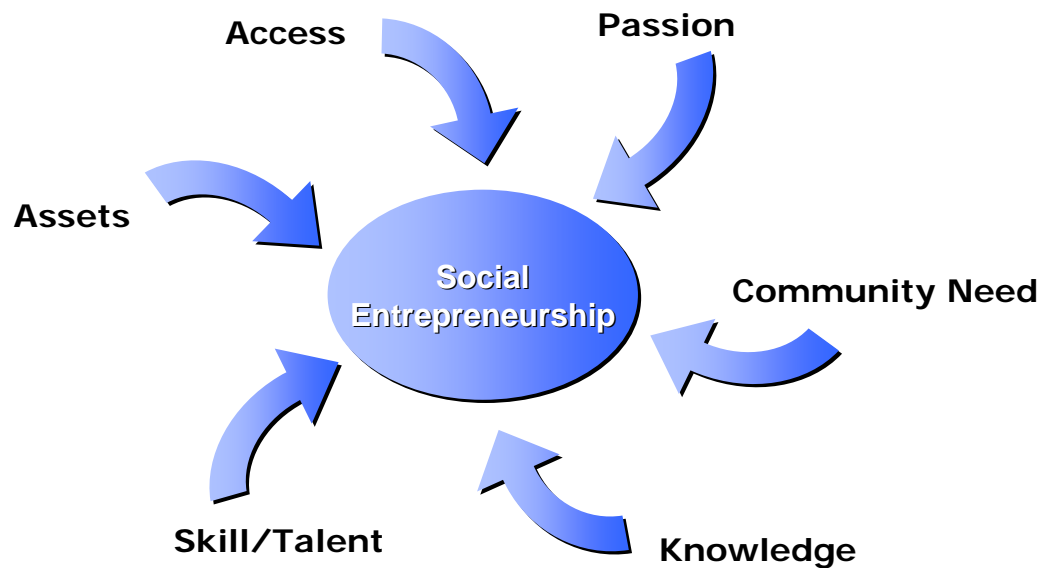
A model for identifying needs and  
developing an approach



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**Notes:**

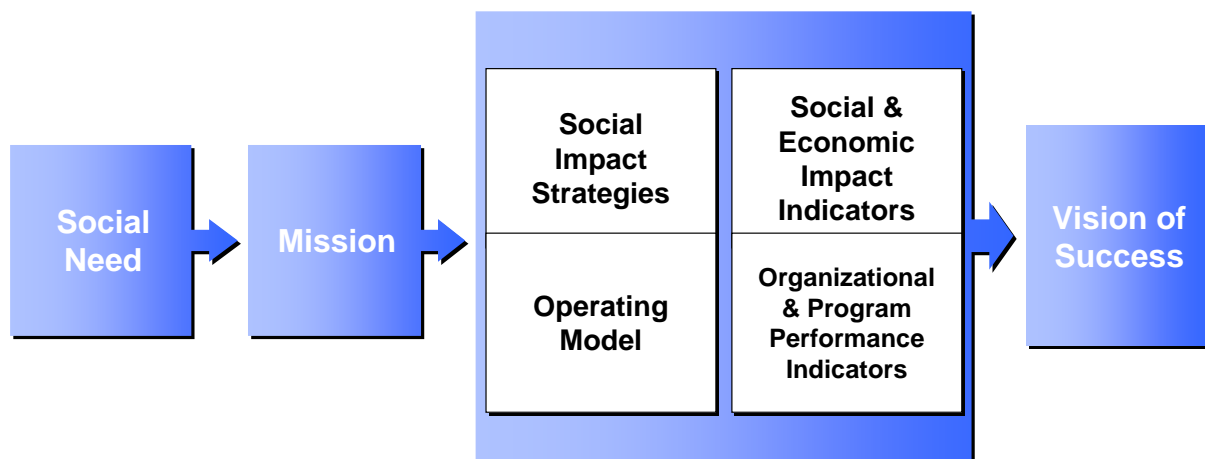
## Multiple Entry Points



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**Notes:**

## Framework for Creating Social Impact



Wolk and Kreitz, 2007.

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### Notes:

## Defining the Need

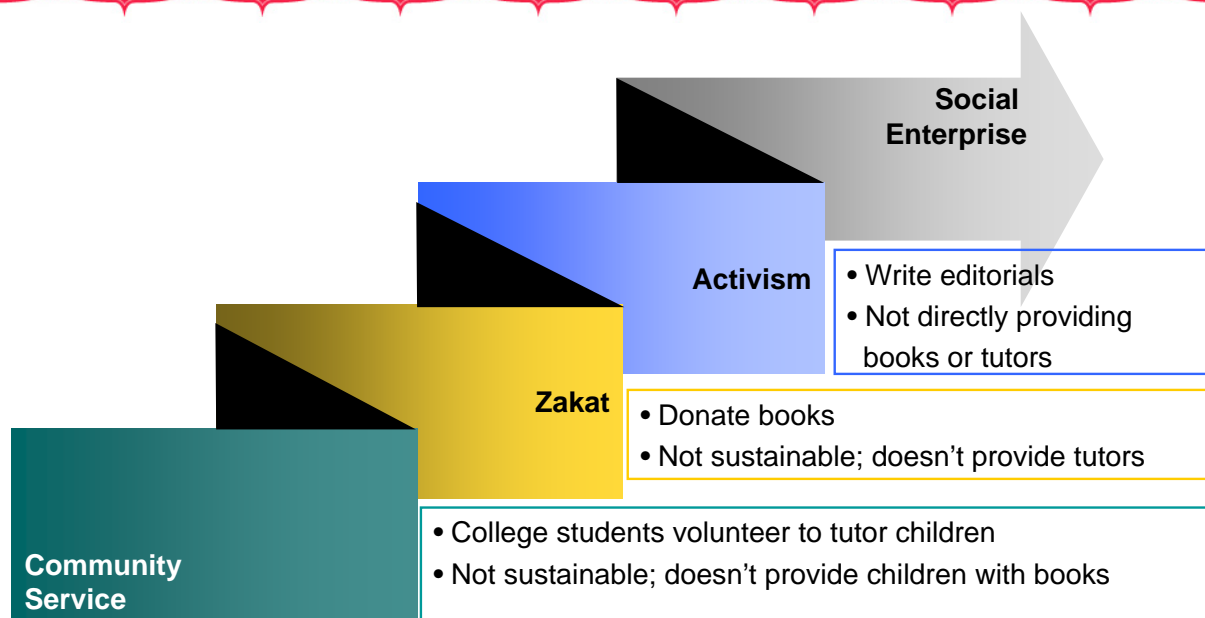
Need	Root Cause	Approach
6 % of children in Saudi Arabia cannot read	<ul style="list-style-type: none"><li>-Lack of access to books</li><li>-Lack of access of people to read to them and teach them to read</li></ul>	<ul style="list-style-type: none"><li>-Increase access to books</li><li>-Recruit &amp; train reading tutors</li></ul>

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**Notes:**

## Social Entrepreneurship Differs from Other Approaches



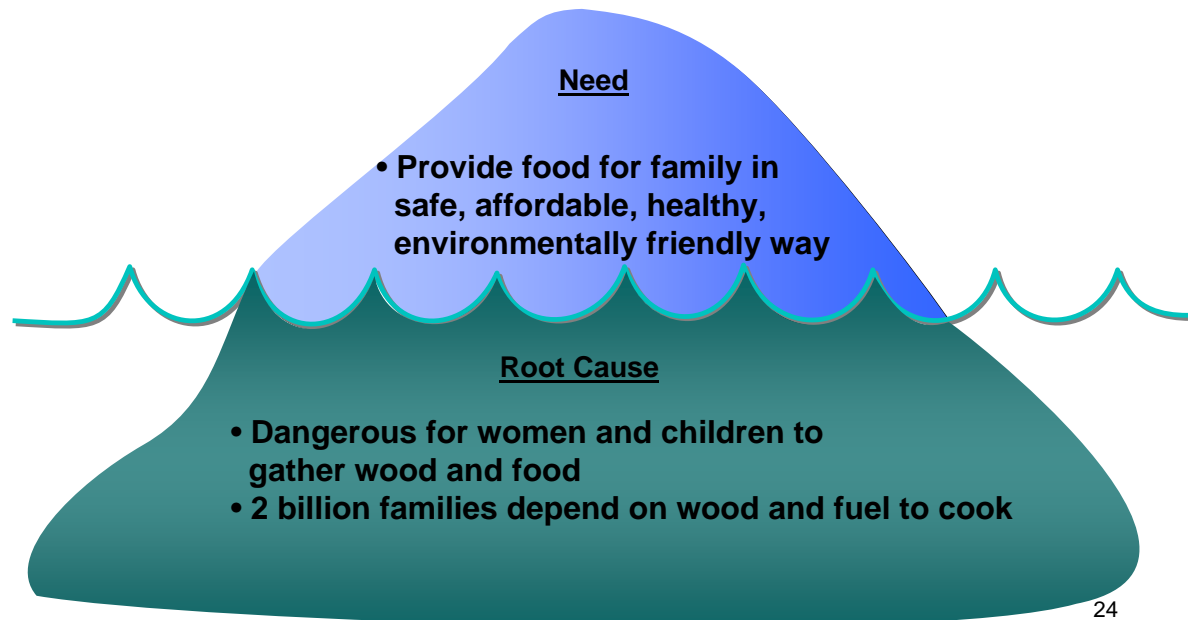
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### Notes:

For more information, please consult the Frequently Asked Questions Handout in the Resources section.



## What's the Need?



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**Notes:**

## Sun Oven's Approach



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**Notes:**

## Identify Approaches to Address the Need



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### Notes:

In theory, addressing the root cause will, over time, stop the need from existing.

- How can you address it?
- Is addressing the root enough? What else needs to be addressed?
- Given all of this information, what is your approach to address this issue in a way that will have a lasting impact?

## Healthy city block in the USA



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**Notes:**

## Unhealthy city block in the USA



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### Notes:

A vacant lot is a neglected piece of property that has no buildings on it. In many cases, houses were on these lots, but as they fell into disrepair they were burned or demolished.

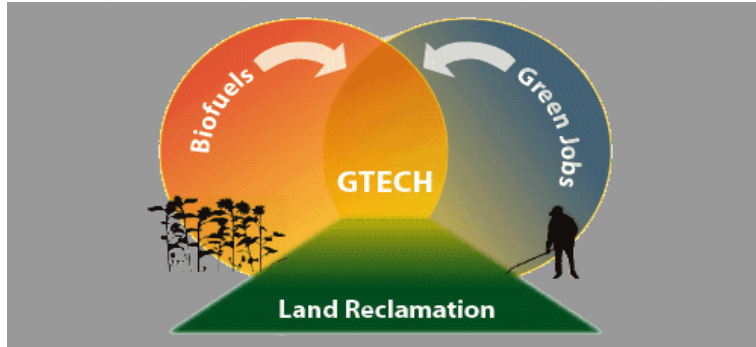
## GTECH's Iceberg



Notes:



## GTECH's Approach



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Notes:

## Identify Approaches to Address the Need



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**Notes:**



# Community Needs and Opportunities

Module 2: Session 6

Large Group



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**Notes:**

# Community Needs and Opportunities

Module 2: Session 6 (continued)

Break Out Rooms



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## Notes:

**Discuss with your small group:**

- 1. What led you to choose this topic? Is it a passion? A class you took?**
- 2. How would you define the issue you want to address? What need are you pursuing?**
- 3. Start brainstorming the need and root cause of this issue (you'll do more of this for homework).**
- 4. Refer to the questions on the first Iceberg slide from earlier today.**

# Conclusion

Module 2: Session 7



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**Notes:**

## Homework due April 8, 2009

1. Read article "Process of Social Entrepreneurship"
2. Complete your Assets Audit
3. Complete the How to Change the World Tables
4. Research a need and root cause; Complete the Iceberg handout
5. Work on Application (optional – only complete if applying to Symposium)

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**Notes:**

## WHAT DID YOU EXPERIENCE TODAY?

**NAME:** \_\_\_\_\_

**NUMBER:** \_\_\_\_\_

**DATE:** \_\_\_\_\_

**DIRECTIONS:** Reflect on and record your thoughts, reactions, and questions throughout each day.

- Today I learned....
- Today I was surprised by...
- Today I was encouraged by...
- Today I discovered that I still want to explore...

## HOW TO CHANGE THE WORLD: ACTIVITY

### Instructions

In the table below, choose at least one organization to identify the problem, root cause, and approach the organization pursues. For information, you can refer to the Resources section in your binder (Snapshots and Examples), and notes from Day 1 and 2. Then, choose another organization (other than the five listed in this table) from the Snapshots and complete the last row of the table on page 2. You can do additional research if you are curious but that is not required.

Need	Root Cause	Approach	Organization
			Teach For America (USA)
			Al Bidaya – Saadya El Wafy (KSA)
			The Savola Group's Center of Excellence (KSA)

Need	Root Cause	Approach	Organization
			Grameen Bank (Bangladesh and International)
			PlayPump (Africa)

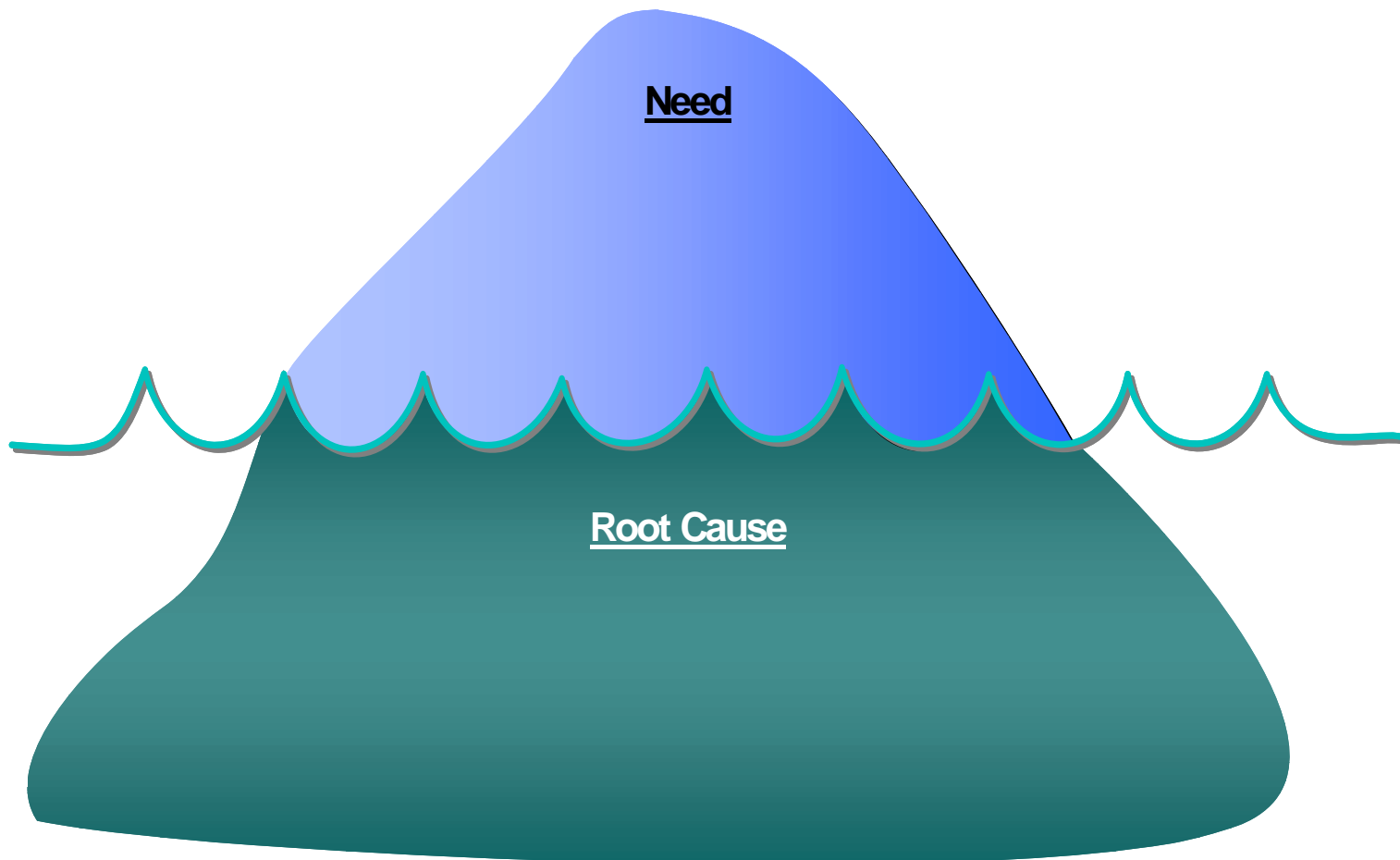
# IDENTIFY THE NEED AND ROOT CAUSE

## Instructions

First, choose a need in your community that you want to address. Second, find signs, symptoms, and effects of the problem. Look for examples, narratives, or testimony related to the problem. Write bullet points or a summary description in the top part of the iceberg. Third, research and identify the root cause of the need(s), and write that in the bottom part of the iceberg. Use the questions in boxes to guide you. You may use more than one sheet of paper.

### Identify the Need

- What issues could be improved?
- Who does not have access to good education, healthcare, food, water, transportation?
- What factual information or statistics demonstrate the extent of this problem?
- Complete the sentence, "This place would be so much better if..."



### Identify the Root Cause

- How do you know the problem or need exists?
- What is the root cause of the need?
- Why does the need you identified exist? What happened in history or society that led to this situation? How can you address it