

How to Communicate Your Vision

Module 4: Session 1



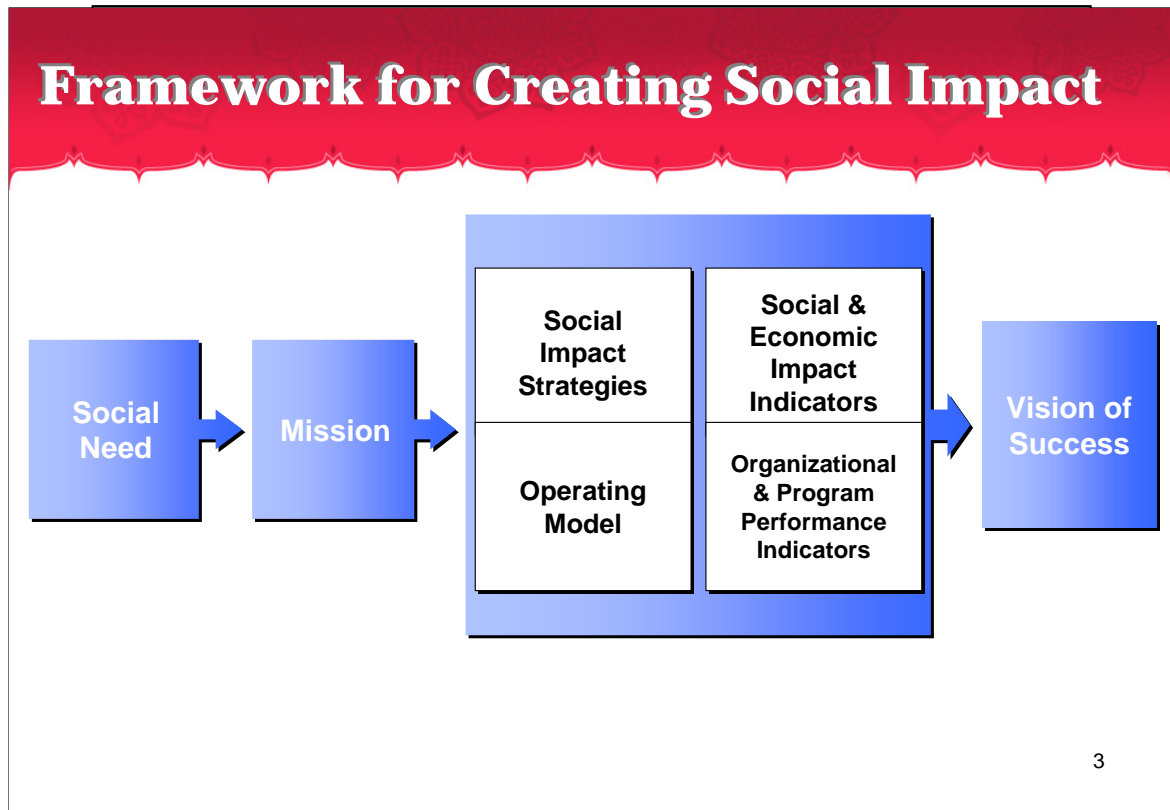
Notes:

What are we doing today?

- Communicating your vision
 - Creating a call to action
 - Visioning your success
- Wrap up and Conclusion

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Notes:



Notes:

Creating a Call to Action

Module 4: Session 2



Notes:

Connecting with your Audience



Notes:

Connecting with your Audience

- Who is my audience? What motivates them?
 - Fellow students
 - Funders
 - College or University leaders
 - The Media

- What do I want my audience to do after listening to my presentation?
 - Volunteer
 - Sign a petition
 - Work for my organization
 - Donate money
 - Recycle
 - Feel a certain way

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Notes:

Connecting with your Audience



Google™



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Notes:

Call to Action Model

- Attention
- **Need & Root Cause**
- **Approach**
- Visualization
- Call to Action

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Notes:

Attention

- Begin your presentation by capturing your audience's attention
- Techniques
 - Shocking statistic
 - Short dramatic story
 - Personal anecdote
 - Rhetorical question
 - *Brief* discussion with audience

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Notes:

Need & Root Cause

- Clearly state the need or problem you are solving
 - “Children with learning disabilities do not have access to proper schools”
- Support your statement with evidence
 - e.g., statistics, quotes, vivid examples, personal experience



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Notes:

Approach

- State your bold, innovative approach or solution to the problem.
 - “We should open a school for all children in the world with learning disabilities.”



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Notes:

Visualization

- Paint a visual picture of your community with your approach implemented. Describe what kind of effects your approach will produce.



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Notes:

Call to Action

- Clearly state what action you want your target audience(s) to take.
 - “Please sign this global petition to support opening this school.”



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Notes:

Delivery Tips

- Think of your presentation as a dialogue.
- Don't read! Use key words, not full sentences in your notes.
- Pay attention to your audience.
- Wait for the room to be quiet before you begin.
- Find a friendly face.

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Notes:

“CALL TO ACTION” GROUP PRESENTATIONS

Group Presentation Worksheet

Assignment

- In groups of 5-6, you will present a call to action to the larger group.
- Your group should first agree on the *need or problem* you are trying to solve, your *data* to explain the extent of the problem, and your *approach* to solving the problem.
- Next, your group needs to identify a *target audience*, and determine the *best way to reach this audience*.
- Also, agree on your “*call to action*.” What do you want this audience to do (e.g., sign a petition, join a club, volunteer time, fund your organization, advertise your idea, etc.)?
- Use the “call to action” model to develop a *5 minute presentation*.
- Feel free to use this worksheet to help guide your process.

1. As a group, agree on the need, root cause & data, and approach you will present. Write them in the boxes below.

Need/Problem	Root Cause & Supporting Data	Approach/Solution

2. Determine your target audience (e.g., Dar Al Hekma leadership, women in your community, fellow students, funding source, etc.) and brainstorm the best way to reach this audience.

Determine Target Audience(s)

Brainstorm Best Way to Reach Target Audience (s)

- What do they care about? What do they value?
- What are their motivators? What do they want?

3. Develop your presentation.

Step	Description	Hypothetical Example	Notes
Attention	Use a shocking statistic, an emotional story, a quote from a credible source, etc. to capture the audience's attention.	<i>X% of female students who applied for jobs in Jeddah did not get them. One reason is due to insufficient IT training opportunities for women in Jeddah.</i>	
Need/ Problem	Present a clear statement of the need or problem. Explain the extent of the problem by including evidence for the root cause (e.g., statistics, quotes, vivid examples, personal experience).	<i>Female university students and graduates need more technology training to better compete for jobs. One job applicant noted, "I applied for a job with a hospital and was denied because I couldn't use their database software."</i>	
Approach/ Solution	State your bold, innovative approach or solution to the problem.	<i>DAH should open a technology training center for community women.</i>	
Visualization	Paint a visual picture of your community with your approach implemented. Describe what kind of effects your approach will produce.	<i>If we open this center, we could see an X% increase in women's employment in just 3 years. Imagine a future where all qualified women in Jeddah who want jobs, can get them.</i>	
Call to Action	Clearly state what action you want your target audience(s) to take.	<i>We request that Dar Al Hekma provide funding and meeting space for the center.</i>	

4. Practice.

Tips

- Assign one group member to inform us who your audience is.
- Write your speaking notes in phrases, not complete sentences. This will prevent you from reading your notes and will encourage you to talk naturally with your audience.
- As you practice, time yourselves to ensure you don't go over your allotted time.
- Assign one group member to speak to each step above. If you have more than 5 group members, divide the largest role into two.

Visioning Your Success

Module 4: Session 3



Notes:

VISIONING ACTIVITY

In yesterday's innovation lab, you generated approaches to solve social problems. Today, you are going to spend some time as a group visioning your success.

Imagine its 7 years in the future. You have turned your approach/solution into a true social enterprise. Your organization is recognized around the world as being truly innovative and has created lasting social change.

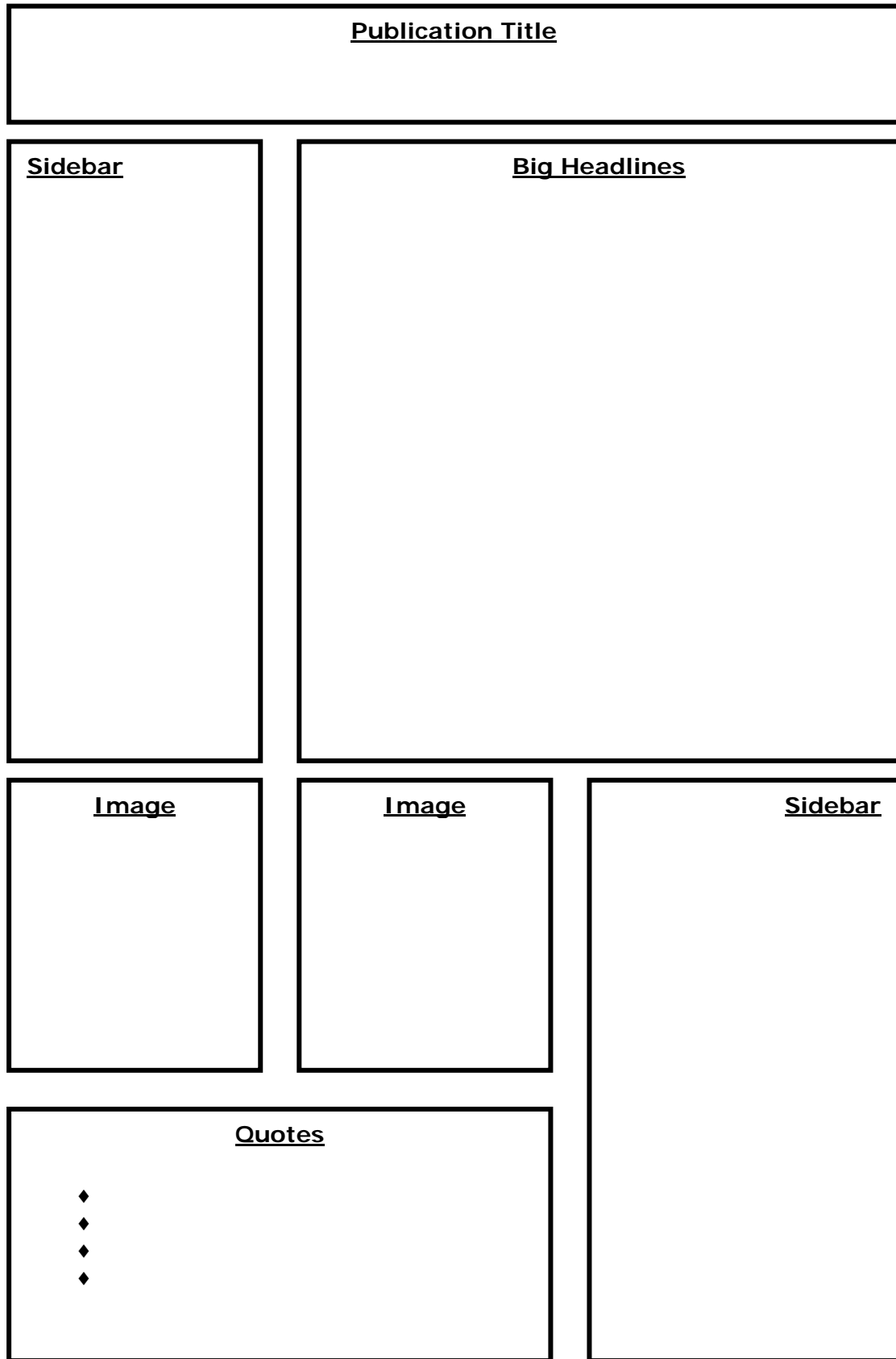
Your group's goal is to imagine, What will our campus, Jeddah, the world . . . look like in 7 years as a result of our social enterprise?

Your group will design the cover of a major publication or webpage announcing this amazing news. Draw the template on the next page on a piece of flipchart paper.

Identify the following:

- What are the major headlines?
- What quotes are included that speak to your success?
- What are the feature stories?
- What are sidebar highlights?
- What photos or images would demonstrate success?

As a group, fill in your publication or webpage cover with your vision.



“CALL TO ACTION” GROUP PRESENTATIONS

Peer Evaluations

Use these questions to guide your listening of the group presentations.

GROUP MEMBERS:

Step	Description	Notes
Attention	The group <i>caught my attention</i> with a catchy statistic or story.	
Need/ Problem	The group <i>clearly stated the need</i> or problem they want to address.	
	The group presented <i>evidence</i> (e.g., statistics, quotes, vivid examples, personal experience) that convinced me this is a serious problem.	
Approach/ Solution	The group presented a <i>bold, clear solution</i> to the problem.	
	This approach is <i>innovative</i> .	
Visualization	The group <i>painted a visual, descriptive picture</i> of how their solution could improve our community.	
Call to Action	The group presented a clear call to action.	
Additional Comments:		

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Reflections and Hopes

Module 4: Session 4



Notes:

Conclusion

Module 4: Session 5



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...

POST-COURSE QUESTIONNAIRE

Thank you for your participation in the Introductory Seminar of the US-Saudi Women's Forum on Social Entrepreneurship. You completed this exact same questionnaire at the beginning of the course. Based off what you have learned, please complete it again. As results will be anonymous, please do not write your name on this.

		Fully Aware/ Knowledgeable	Somewhat Knowledgeable	Not as knowledgeable
1	I know what social entrepreneurship is.	1	2	3
2	I can explain the difference between volunteerism, community activism, community service, and social entrepreneurship.	1	2	3
3	I am confident presenting a vision to an audience.	1	2	3
4	I understand the difference between social enterprises, nongovernmental organizations, for profit organizations, and corporate social responsibility.	1	2	3
5	I am aware of specific ways I can make a difference in my community through social entrepreneurship.	1	2	3
6	I can list three examples of social enterprises in the Arab world.	1	2	3
7	I can list five skills required to be a social entrepreneur.	1	2	3
8	I understand how to identify a community need.	1	2	3
9	I can describe the role of technology in developing the networks required to be a social entrepreneur	1	2	3
10	I view myself as a leader in my community.	1	2	3

1. What was the most valuable thing you learned about social entrepreneurship in this course?

2. What concept, lecture, definition, case study, or example helped you best understand social entrepreneurship?

3. What was the most important thing you learned about yourself in this course?

4. What example of social entrepreneurship did you find most inspiring?

5. Do you plan to continue developing your awareness and skills as a social entrepreneur? If so, how? If not, why?
