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**Notes:**

# How to Plant the Seeds for your Social Enterprise

Module 3: Session 1



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**Notes:**

## What are we doing today?

- Review homework
- Innovation Lab

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### Notes:

In small groups, discuss the following questions about your homework:

#### Assets Audit

1. What did you find when completing your Assets Audit?
2. Share two options you identified to apply your assets (characteristics, skills, talents, passions, interests, networks, and access) to make the world a better place (use your responses from the last page of your Assets packet).

#### Iceberg Worksheet

1. What needs and opportunities interested you? What did you find?
2. How did you find data that demonstrate your root cause?
3. Any challenges? How did you overcome them?

#### How To Change the World Activity Tables

1. Which organization did you choose? Why?
2. What did you find as their need, root cause, and approach?
3. How do these responses compare with your peers' responses?
4. Did you read any other Snapshots? What did you find?

#### Article: The Process of Social Entrepreneurship

1. What did you learn from the article?
2. What surprised you?
3. Within the process of social entrepreneurship as the authors describe it, what are you most excited about? Worried about?
4. How can you apply the concepts of Social Impact Model and Personal Fit to your Assets Audit and Iceberg worksheet?

## LESSONS FROM IMPROV

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*"Spontaneity. Creativity. Increased intelligence. Emotional connections. Being in the moment. They are all present when improvising. It is impossible for all these things not to be there when improvising."*

~Joey Novick, Comedian and Improv Teacher

**Let go!!**

**"Yes . . . and"**

*Trust*



**LISTEN**

**Don't be a blocker!**

*Make Connections*

*"Laughter is a bi-product of improv. The joy comes spontaneously from watching people be in the moment."*

~On your Feet Improv

# INNOVATION LAB: IDEA SPACE

## Goal for Activity

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Determine your group approach for your social impact concept.

## Remember: Great ideas start small

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- **Coffee shop:** High school girls are opening a youth center with performance arts space and a coffee shop. [http://www.girlscouts.org/program/program\\_opportunities/community/challenge\\_and\\_change.asp](http://www.girlscouts.org/program/program_opportunities/community/challenge_and_change.asp)
- **FeelGood:** College students sold grilled cheese sandwiches for \$1 at lunch, giving proceeds to feed the homeless [www.feelgoodworld.org/](http://www.feelgoodworld.org/)
- **SEE! the World:** Students started a club to ingrain community service into the study abroad experience. **S**erve others. **E**ducate and **E**ngage yourself. <http://www.duke.edu/web/seetheworld/index.html>

## Instructions

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**STEP 1:** Individually, brainstorm as many approaches as possible for addressing the problem. Write each idea on a different sticky note. You have five minutes.

**STEP 2:** On a flip chart, draw a large triangle with three sections similar to the IdeaSpace handout with the ground, space, and sky sections. You only need one flip chart per group. You're going to start with the practical ideas (on the ground), go magical (space) and end with feasible ideas (blue sky).

**STEP 3:** Each group member places all of her sticky notes from Step 1 that fall into the grounded category into ground section on the flip chart. You may notice that a lot of these initial ideas fall into this section.

**STEP 4:** Each group member places all of her sticky notes from Step 1 that fall into the space category into the space section on the flip chart. You may notice there are very few space ideas. Remember, this is about coming up with a range of possibilities.

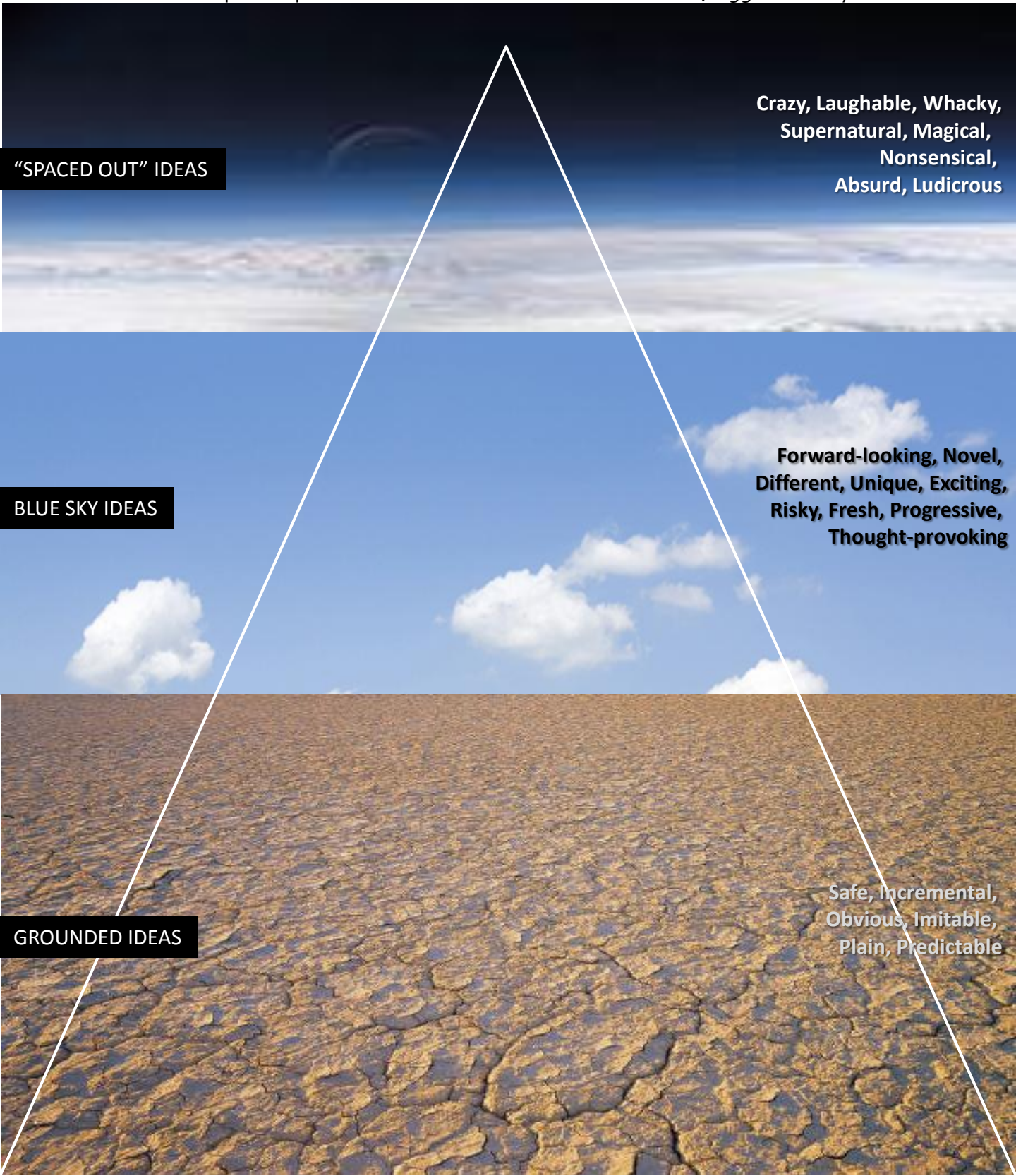
**STEP 5:** Brainstorm space ideas – go wild! If it helps, use the improvisation techniques to build off of each others' ideas. Shape a ground idea into a spaced out, magical idea and then back to a more innovative, blue sky idea, putting new sticky notes in the appropriate sections.

**STEP 6:** Discuss in your group ideas that are feasible yet bold. Move the space ideas into blue sky ideas.

**STEP 7:** Agree on top 1 or 2 blue sky ideas.

# Ideaspoace

It's okay to have your feet on the ground, but your eyes should be on the big blue sky. Try some space exploration and reenter with a more attractive, bigger blue sky.



**"SPACED OUT" IDEAS**

**Crazy, Laughable, Whacky,  
Supernatural, Magical,  
Nonsensical,  
Absurd, Ludicrous**

**BLUE SKY IDEAS**

**Forward-looking, Novel,  
Different, Unique, Exciting,  
Risky, Fresh, Progressive,  
Thought-provoking**

**GROUNDED IDEAS**

**Safe, Incremental,  
Obvious, Imitable,  
Plain, Predictable**

# Conclusion

Module 3: Session 3



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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...