

# Social Entrepreneurship

**What is a Social  
ENTREPRENEUR?**



# Social entrepreneurship is the process of pursuing innovative solutions to social problems.

- More specifically, social entrepreneurs adopt a mission to create and sustain **social value**. They draw upon appropriate thinking in both the business and nonprofit worlds and operate in a variety of organizations: large and small; new and old; religious and secular; nonprofit, for-profit, and hybrid.



- Business entrepreneurs typically measure performance in profit and return, but **social entrepreneurs** also take into account **a positive return to society**.
- Social entrepreneurship typically furthers broad **social, cultural, and environmental goals** and commonly, is associated with the voluntary and nonprofit sectors. At times, profit also may be a consideration for certain companies or other social enterprises.



- **Social entrepreneurship** in modern society offers an altruistic form of entrepreneurship that focuses on the benefits that society may reap.



- Simply put, entrepreneurship becomes a social endeavor when it transforms social capital in a way that **affects society positively**.
- It is viewed as advantageous because the success of social entrepreneurship depends on many factors **related to social impact** that traditional corporate businesses do not prioritize.



- **Social entrepreneurs** recognize immediate social problems, but also seek to understand the broader context of an issue that crosses disciplines, fields, and theories.

- Gaining a larger understanding of how an issue relates to society allows social entrepreneurs to develop **innovative solutions** and mobilize available resources to affect the greater global society.





# Characteristics of a Social Entrepreneur

1. Try to shrug off the constraints of ideology or discipline
2. Identify and apply practical solutions to social problems, combining innovation, resourcefulness, and opportunity
3. Innovate by finding a new product, a new service, or a new approach to a social problem
4. Focus—first and foremost—on social value creation and, in that spirit, are willing to share their innovations and insights for others to replicate
5. Jump in before ensuring they are fully resourced



# Characteristics of a Social Entrepreneur

6. Have an unwavering belief in everyone's innate capacity, often regardless of education, to contribute meaningfully to economic and social development
7. Show a dogged determination that pushes them to take risks that others wouldn't dare
8. Balance their passion for change with a zeal to measure and monitor their impact
9. Have a great deal to teach change makers in other sectors
10. Display a healthy impatience

