



社會創業論壇  
Hong Kong Social Entrepreneurship Forum

# Social Entrepreneurs Newsletter

edited by KK Tse

[www.hksef.org](http://www.hksef.org)

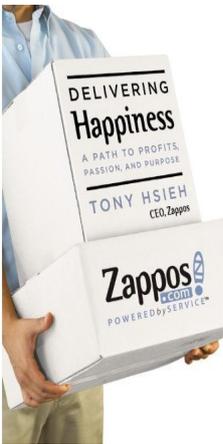
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## Who Wants to be a Social Entrepreneur?

*A 6-month, part-time course that aims to change careers and lives*

In this issue, I would like to introduce to you this course jointly offered by the HKSEF and HKU SPACE which will commence in March, 2012.

It is a serious matter. So let me introduce some fun right at the start.



I am going to give out a Prize for anyone who could spot a typo or grammatical mistake in the current issue. The prize will be a book, **Delivering Happiness: A Path to Profits, Passion and Purpose**, by *Tony Hsieh*. There will be three winners, that is to say, the maximum number of prizes to be given out will be three. First come, first win.

### Why I chose this book

This is one of the most inspirational books I have read in years. Tony is founder and CEO of **Zappos**, one of the most successful and profitable online retailers in the world. What Zappos is most famous for is its legendary customer service and its values-based culture. Nowadays many corporations talk about core values and corporate culture. But very few of them take it seriously. Zappos is a shining exception. The company has not only been highly successful but its greatest contribution to business is that it is undermining the conventional wisdom of how a business should be run. "Values are not what we put on paper; they're what people do and how they feel doing it," Tony sums it up nicely.

**What has it got to do with social entrepreneurship?** A lot. To start with, all social business could learn from Zappos on how they treat the customer, the staff, the supplier, and other stakeholders. What is more, Tony is so keen to share his business approach and practices that he has set up a social enterprise, **Delivering Happiness**, to assist other organizations to learn from Zappos' experience. We will be witnessing the impact of this social enterprise in the years to come.

For myself, I have been so inspired by it that it is likely to increase my personal effectiveness and impact by at least **tenfold** in the decade ahead. There are not many books you could say anything close to this.

I do not want to say any more about the book at this stage except to strongly urge you to get hold of a copy and read it, regardless of whether or not you win the prize.

**Now come back to how you could win the prize:** If you manage to spot a typo or grammatical mistake in the current issue of the Newsletter and send in an email to me right away, you have a chance to win the prize.

## Who Wants to be a Social Entrepreneur? – A challenge more than a course

This is the third time this course is run. The first time was a 12-month course two years ago, with one evening session every three months. Four students enrolled in it. It was offered by HKSEF as a pilot.

The second time was offered jointly with HKU SPACE; it was a 6-month course, with a 3-hour evening session every three weeks. There were 18 people enrolled and the course fee was HK\$5,000.

This time around the course will also spread over a 6-month period, but the number of contact hours has significantly increased. There will be three full day sessions, plus a 3-hour evening session every three weeks. The course fee will be HK\$9,000 with a maximum refund of 80% for those qualified for the Continuous Education Fund (CEF), that is practically any HK ID holder.

### Course Objectives

- To enable the participants to appreciate the required personality traits and competencies to become a social entrepreneur
- To enable the participants to know how to prepare a compelling business plan and to seek funding to start a social enterprise
- To enable the participants to build a network of resources and support for creating a successful social venture
- To enable the participants to make an informed decision on whether or not they should become a social entrepreneur, and if not, how to contribute to the development of social entrepreneurship in HK

### Assumptions Underlying Course Design

These are the major assumptions underlying the course design:

- Social entrepreneurship **could not be ‘taught’** as such; but people could be inspired and supported to become social entrepreneurs
- The starting point of social entrepreneurship is **passion for a social cause**; without it skills and experience are irrelevant
- Participants must **take ownership of their own learning**; but the course could serve to guide the learning process
- Even with the best outcomes, the course is but a **small step** towards successful social entrepreneurship; post-course follow up and support are equally, if not more, important
- The participants with their diverse background and expertise are themselves a valuable source of knowledge and networking resources and should be leveraged for **mutual support** both during and after the course

### Who Should Enroll in the Course

The target participants of this course are:

- Those who want to become a social entrepreneur
- Those who want to become an entrepreneurial general manager of a social enterprise
- Those who are leading or overseeing a social enterprise in a non-profit organization
- Social enterprise managers who want to achieve breakthrough results
- Those who want to become a director, angel-mentor, investor of social enterprises
- Those who are keen to know what it takes to become a social entrepreneur

In the course brochure, we make it clear that the course has been designed for a special group of people who must be:

- highly self-motivated and determined to learn
- prepared to do a lot of self-study in between sessions
- keen to take part in other learning activities, such as seminars, best practice sharing workshops, site visits, etc.
- ready to prepare a business plan for starting up a social enterprise by the end of the course

### **Course Facilitators and Guest Speakers**

The course facilitators are:

**Dr. KK Tse**, Chair, HK Social Entrepreneurship Forum, and Co-founder, Dialogue in the Dark HK

**Ms Yvonne Yeung**, Vice-Chair, HK Social Entrepreneurship Forum, formerly General Manager, MentalCare Connect Co. Ltd.

**Mr. Catus Lee**, Principal Consultant and Executive Director of Zensiblo Consulting Limited

In addition, there will be over ten guest speakers at various sessions of the program.

All facilitators and speakers are themselves practicing social entrepreneurs. Not only are they effective and insightful in their presentations and sharing, they are an important source of inspiration for the participants. Many of them are exemplary role models.

### **左手打工, 右手創業**

This is a new idea to be introduced in this course which is difficult to find an appropriate English translation. Basically, we will be highlighting the desirability for anyone contemplating pursuing a social entrepreneur career not to quit his current job before making thorough preparation. The idea could be extended to 左手退休, 右手創業, or 左手讀書, 右手創業, or 左手營商, 右手創業, etc. It is a beautiful and powerful concept and we have some very practical suggestions on how to do it right for would-be social entrepreneurs.

Of course, when we say 創業 here, we are referring to setting up a social enterprise, not just any business. After learning from advising would-be social entrepreneurs for a number of years, we have developed a series of constructive and tactical steps that one can follow to take up challenge.

Course details and enrollment form can be obtained from:

<http://hkuspace.hku.hk/cht/prog/workshop-social-entrepreneur>

*Come and join us for a Briefing Session on the course*

#### **Who Wants to be a Social Entrepreneur?**

Speaker: K K Tse

Date: January 10, 2012

Time: 7.00 – 8.30pm

Venue: HKU SPACE, Admiralty Centre, Room 302, Queensway

**Free admission**

To reserve a place, please email [steven.fung@hkuspace.hku.hk](mailto:steven.fung@hkuspace.hku.hk)

Or phone 2867 8310