



Hong Kong Social Entrepreneurship Forum

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Social Entrepreneurs Newsletter

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Wind Beneath the Wings:

2 Weeks That Can Change Your Life

Executive Program on Social Entrepreneurship

June 21 – July 3, 2009, Stanford

Have you ever imagined a bird with wind beneath its wings? This will be the sensation you will have when you take part in this brand new course offered by the Stanford Graduate School of Business.

Social entrepreneurship is a phenomenon that has captivated the public, the media, philanthropists, and social change agents alike. Around the world, social entrepreneurs are revolutionizing our approaches to problems in education, the environment, poverty, equality, healthcare and social justice.

This course is designed to enable aspiring and successful social entrepreneurs address their challenges, scale their ventures, and effect even greater social change for the communities they serve.

Who Should Attend?

If you are one of the following, please seriously consider dropping everything to attend this course:

- People in their mid- or late-careers contemplating a change of career
- Entrepreneurs or professionals who want to change the world for the better
- Social entrepreneurs who want to scale up their operation or make a bigger impact on society
- Aspiring social entrepreneurs who want to launch a social mission business

- Leaders of non-profit organizations who want to break away from traditional donation and grant-based financing models
- Civil servants who want to mobilize and leverage public resources to support social entrepreneurship
- Academics who want to design and deliver courses to inspire the next generation of future leaders
- Venture philanthropists who want to engage a venture capital approach to supporting social entrepreneur
- Anyone who wants to know how social entrepreneurship is changing the world

Key Takeaways

- Enhanced understanding of the mechanism of social innovation
- Appreciation of the key features and principles underlying the 'business models' of social entrepreneurial ventures
- Improved ability to lead rapidly growing organizations and foster and sustain an entrepreneurial culture
- New skills for building relationships and alliances across non-profit, public and private sector boundaries

Course Overview

While grounded in a broad general management foundation, this program addresses a number of cutting-edge topics, including tapping the social capital market, balancing social and economic value, blending non-profit and for-profit legal forms, sustaining innovation, leveraging social innovations through technology, and creating effective cross-sector partnerships.

Some of the sessions are:

Social Entrepreneurs: Correcting Market Failures

When important social problems are not solved or social needs go unmet due to neglect or inaction in the private sector, even though the technological, financial, and human means exist to address these problems or needs, economists call this a "market failure." This session will

draw on a Stanford-developed video case study to explore the innovative ways in which three remarkable social entrepreneurs have adapted the best of contemporary business practices embraced market principles in developing products that create social—as well as economic—value. The analysis will focus on the key features of these alternative “business models,” including cost structure and affordability, accessing intellectual capital, and the role of cross-sector partnerships.

Social Entrepreneurship: Managing with Power

Social entrepreneurship entails creating change, often both within organizations and across organizational boundaries. But the status quo frequently has numerous supporters, who benefit from current conditions and circumstances. That means influencing skills are critical for getting things done. This session considers how to “manage social entrepreneurship with power,” focusing on cases and leaders who have successfully accomplished large system change in health care, education, and work-family policies, and learning about influence strategies and tactics and why and how they work.

How Much Would It Cost?

Yes, it is costly to attend this program but it could be the best investment one can ever make in a life time.

Tuition is determined by a sliding-fee scale. If accepted to be a participant, the tuition amount will be based on the most recent annual budget of the participant’s organization.

<i>Annual budget</i>	<i>Program tuition</i>
under US\$1Million	US\$4,000
US\$1M-\$20M	US\$6,200
over US\$20M	US\$8,400

The tuition covers registration, course materials, accommodation and meals for the two week period.

For more information and registration details, please refer to the official website www.gsb.stanford.edu/exed/epse or email to Brett Cicerone, Associate Director, Program: Stanford Graduate School of Business at cicerone.brett@gsb.stanford.edu