

# **"How to Change the World: Social Entrepreneurship and the Power of New Ideas"**

**Monday June 28, 2010**

Atlantis Incentive: Getting Closer...2 more weeks

Mexico Update: Auto Orders and Hispanics

Special Meeting on Give for Real with Steve Fenstermacher, Rob Sinnott, and Sam Caster Wednesday night, June 30<sup>th</sup> at 6:30 PM. You can watch in person or on [www.mannatechlive.com](http://www.mannatechlive.com)

Upcoming meetings and road shows schedule

<http://www.mannacomm.com/Mannatechevents/indexlogin2.html>

Book of the Month for June: "How to Change the World" David Bornstein

## 1. Preface

- a. Social Entrepreneurs (SE) are relentless people who solve social problems on a large scale
- b. Not politicians and not industrialists
- c. They remain misunderstood and under-appreciated
  - 1) They are transformational forces
  - 2) NEW ideas to addressing major problems
  - 3) Relentless in the pursuit of their visions
  - 4) Persistent and will not take "No" for an answer
- d. Entrepreneurs in the business world create greatness in a the business realm, while SE's play the same roles in education, health care, environmental protection, disability, poverty, infrastructure, and in many other areas.
- e. SE is a growing world phenomenon: what is fueling this change?
  - 1) The barriers that once impeded them are gone: severe authoritarian govts., communication, we are a "one world"
  - 2) The prosperity of the 2nd half of the 20th Century (and today, Bill Gates...) SE's need money!
  - 3) Since 1900 the average longevity has increased as much as 30 years (in more indust. countries) causing people to have a need to leave a legacy.
  - 4) The women's movement...empowering women who naturally have a greater drive toward social causes.
  - 5) Information so readily available...all the world's problems are sitting on our screen in our living room or on the net.

Global inequities become so real to each of us.

- f. Why not corporations? Self-interest, money bottom line driven, and their short-term interest (BP in the Gulf) are bad for long-term interests of our society.
  - g. Why not government? They are trying to help everyone so through not enough money nor attention to really tackle any problem effectively and typically without new ideas. Also, the passion of govt employees...so many times so lacking.
2. Ashoka: Innovators for the Public (this was only org. who for over 25 years at the time of this book was entrenched in serving and promoting SE which is why the focus on them)
- a. 1978: Bill Drayton established an organization to support leading SE's and the world and names it Ashoka
  - b. By 2006, 1820 SE had been supported in 68 countries
    - 1) Over \$65 million support
    - 2) Analyzed strategies
    - 3) Developed an array of professional services to support their efforts
    - 4) Connected them with major companies to construct social/business ventures
    - 5) Lent considerable credibility thus, social political strength due to who Ashoka is
  - c. Return on investment never Money as measurement...rather advances in education, environmental protection, rural development, poverty alleviation, health care and delivery thereof, caring for disadvantaged, etc.
  - d. The name comes from Ashoka, an Indian Emperor in the 3rd Century BC who unified much of South Asia, pioneered innovations in both economic and social welfare. Drayton considered Ashoka to be one of history's most tolerant, global minded and creative leaders. In Sanskrit Ashoka means "active absence of sorrow". The logo chosen was Oak Tree: strong, tough with roots that spread ever where. Drayton said it reminds him of the proverb: "From little acorns do great trees grow."
  - e. Goal: create a system that would, with high reliability, spot major pattern changing ideas and first class entrepreneurs before either were proven. Then support them in accomplishing major change to benefit the world.

### 3. Role of SE versus Business Entrepreneur

- a. Know their movements but not methods is what was historical  
Know we were studying and how people move ideas.
- b. An idea is like a play - it needs a good producer.
- c. James O'Toole "Leading Changes the Argument for Value Based Leadership"

In his book...a powerful change meets tremendous resistance because that change will challenge a political or business' "power, prestige, position, and satisfaction with who they are, what they believe, and what they cherish."

SO if ideas are to take root they need CHAMPIONS: obsessive people who have the skill, motivation, energy and stubbornness to do whatever it takes.

- d. We see numerous of these kind of people in history:
  - 1) Rowland Hill and the history of the post office
  - 2) John Woolman, Quaker and fighting slavery
  - 3) Jean Monnet, architect of unifying Europe post WWII

### 4. Selection Process by Ashoka

- a. Steps:
  - 1) Does the candidate have a new and potentially pattern setting idea? If Yes..
  - 2) A second Ashoka associate unaffiliated with the country so removed from emotion toward the issue, must agree Yes
  - 3) A panel is convened once a year to interview all the candidates
  - 4) Panel approved candidates then went to Ashoka's Board ...all decisions had to be unanimous.
- b. New idea might include these considerations:
  - 1) How to better use local resources to solve a problem
  - 2) How to overcome cultural obstacles
  - 3) How to get legislation passed
  - 4) How to finance an organization
  - 5) How to train others to do the work
  - 6) How to motivate clients and staff
- c. Take Mohammed Yunus as example with micro-credit as a strategy to overcome poverty. Micro-credit had been around for ages. Yunus challenged banking theory by showing how to systematically extend collateral free loans on a cost effective basis to poor villagers at a scale that seized the world's attention. Took almost 10 years to work

out the kinks.

d. Need two levels of creativity:

1) The goal setting creativity.... a visionary seeing over the horizon to a different pattern in the field (Sam Caster)

2) Problem solving creativity...to get to a new place; thousands of hurdles to be overcome. (this one has yet to work itself through)

e. The one entrepreneurial quality Ashoka looks for: are they really possessed by an idea that they're going to devote 10-20 years to if necessary and it does not cross their minds not to do that.

f. The How To's...are they totally on top of this? Idealists are everywhere...they collapse when it comes to How To's. True SE truly ask everyday the How To's and are relentless in their pursuit of answers.

g. What happens when the SE exits? How many people will be affected and how importantly?

h. Do they deeply trust this person? Otherwise it becomes just like politics, business, and so much time and effort will be wasted.

## 5. In Search of Social Excellence

a. "No longer could the majority of the world's inhabitants count on living out their lives in small towns and villages where change came slowly...in the modern world youths had to acquire the confidence to adapt to new situations, manage information, and the sensitivity to work in mixed groups."

b. The key is to put the problem solving knowledge directly into the hands of family and community members...ordinary citizens to reach underserved markets at scale.

c. Develop new legal frameworks that align economic interests with environmentally responsible behavior.

## 6. The 4 Practices of Innovative Organizations

a. Institutionalize Listening

b. Pay attention to the exceptional

c. Design Real Solutions for Real People

d. Focus on the human qualities

## 7. The Six Qualities of an Effective Social Entrepreneur

a. Willingness to self-correct.

b. Willingness to share credit

- c. Willingness to break free of established structures
- d. Willingness to cross-disciplinary boundaries
- e. Willingness to work quietly
- f. Strong ethical impetus...dream not of money but of a BETTER WORLD!

8. Examples of Great Social Entrepreneurs...case studies

- a. Gloria de Souza: 45 year old school teacher in Bombay who was worn out on the education not allowing any creativity; exposed to environmental and experiential education and ran with it to totally change education in India
- b. Fabio Rosa: 22 year old trying to deliver electricity to rural Brazil. Everyone leaving since farms could not produce; no adequate water, no production. Needed wells which would allow irrigation but needed electricity cheaply. He attacked this idea and totally changed rural Brazil...the country was working on symptoms (building slums in the big cities which is where everyone migrated since they had no chance of life in the rural areas. He went after the problem: create wealth back in rural Brazil.
- c. Florence Nightengale: at 33 in 1853 she took over a hospital in Constantinople...suffering 43% death rate. Not her heart but rather lead by her heart, she instituted "strict method, stern discipline, rigid attention to details, ceaseless labor, fixed determination and an indomitable will." Death rate dropped to 2%. Her books are still being read by nursing students.
- d. Breton himself: totally revamped the EPA to use the "Bubble" approach to create greater change quicker in pollution emission control over US industry.
- e. Jeroo Billimoria, Bombay India...founder of Childline, a 24 hour helpline and emergency response system for children. By 2002 it had spread to 42 cities and she joined government of India with national National Child Protection Initiative.
- f. Erzsebet Szekeres, Bulgaria. Son born with a disability and when he turned 6 she looked for a place for him to have a life. Nothing but "dungeons" existed. She fought for years, and finally created a co-op where disabled people could work, learn and live keeping their human dignity.
- g. Vera Cordeiro, Brazil. She as a doctor became overwhelmed by the children of poor people who cycled in and out of the hospitals weekly, monthly, coming back because they were never going to get

better in their environment. Developed a secondary "treatment" facility post hospital stay to support families in managing their environment and education to take care of children more effectively at home. Took years but now with Ashoka fellowship, TV coverage, money is flowing and doctors are demanding it across Brazil. She as voted in 2001 one of Brazil's top 10 women of the Year.

h. James Grant; Unicef executive who read "Why the Other Half Dies" Jon Rohde a American pediatrician who developed health programs in Haiti and Bangladesh, and he set out to totally revamp Unicef. "Morality must march with capacity." Went from 20% worldwide vaccination to 80%. Bill and Melinda Gates Foundation has now set up and funded a tax-exempt to insure these vaccination numbers never fall off again.

(MANY MORE I just cannot make a 20-page outline!)

## 9. In Conclusion

a. SE - creative tenacious individuals with unshakable motivation - are needed to propel the innovation that is necessary for society to tackle its most serious ills.

b. A citizen sector is critical to tackle the world problems with their singular focus on one issue, the tenacity to get it done at whatever cost, these are motivations non existent in the govt. sector and most of the issues are not the focus of the business sector. So again, the citizen sector is crucial for the future of this world.

c. "Things that matter most must never be at the mercy of things which matter least." Goethe

d. "If I have learned one thing from writing this book, it is that people who can solve problems must somehow first arrive at the belief that they can solve problems. This belief does not emerge suddenly. The capacity to cause change grows in an individual over time as small scale efforts lead gradually to larger ones, But the process needs a beginning - a story, an example, an early taste of success - something along the way that helps a person form the belief that it is possible to make the world a better place. Those who act on that belief spread it to others. They are highly contagious. Their stories must be told."