

The Social Entrepreneur's Playbook



*Pressure Test, Plan,
Launch and Scale Your Enterprise*
Expanded Edition

Ian C. MacMillan
James D. Thompson



The Social Entrepreneurs Playbook Expanded Edition

L Cohen



The Social Entrepreneurs Playbook Expanded Edition:

The Social Entrepreneur's Playbook, Expanded Edition Ian C. MacMillan, James D. Thompson, 2013-11-12 Wharton professor Ian C MacMillan and Dr James Thompson director of the Wharton Social Entrepreneurship Program provide a tough love approach that significantly increases the likelihood of a successful social enterprise launch in the face of the high uncertainty conditions typically encountered by social entrepreneurs [The Social Entrepreneur's Playbook](#) Ian MacMillan, 2013 Available for the First Time The Complete Social Entrepreneur's Playbook Covers all three phases of the start up to scale up process developed with reader feedback from one of the more unusual ebook experiments of the year ThinReads Wharton professor Ian C MacMillan and Dr James Thompson director of the Wharton Social Entrepreneurship Program provide a tough love approach that significantly increases the likelihood of a successful social enterprise launch in the face of the high uncertainty conditions typically encountered by social entrepreneurs MacMillan and Thompson used their own systematic framework to publish The Social Entrepreneur's Playbook To test the market they offered the first phase in their start up method step 1 as a free ebook Readers were invited to join The Social Entrepreneur's Advisory Group and nearly 300 aspiring and active social entrepreneurs shared feedback that helped shape the complete edition of the book which covers all three steps in the start up to scale up process Based on this crowd sourced feedback from readers of the free ebook and drawing on the authors more than 26 years combined experience developing and studying social enterprises in the field across Africa and in the United States this new edition provides guidance for each phase Phase One Pressure Test Your Start Up Idea Based on the free ebook this expanded section now includes advice on setting revenue and social impact goals how to navigate the sociopolitical landscape and how to develop a strong concept statement In addition MacMillan and Thompson provide advice on how to identify and test a proposed revenue generating solution and define and segment your target population Phase Two Plan Your Social Enterprise All new to this edition this critical phase shows you how to frame and scope the venture determine what it will take to actually deliver a sustainable enterprise identify the key assumptions that have been made and design *Social Entrepreneurship* Terry Teague Meyer, 2014-07-15 Computers portable digital devices social networking crowdfunding and other digital technologies make it possible for social entrepreneurs to solve problems far from their own neighborhoods This unique resource provides detailed information about using new technology and online information to help readers turn dreams of a better world into reality Solving social problems is easier with the information and resources to plan ahead organize a team get the word out and find the money needed to make it happen Readers will find out exactly how to do all of these things right here [Global Encyclopedia of Public Administration, Public Policy, and Governance](#) Ali Farazmand, 2023-04-05 This global encyclopedic work serves as a comprehensive collection of global scholarship regarding the vast fields of public administration public policy governance and management Written and edited by leading international scholars and practitioners this exhaustive resource covers all areas of the above fields and

their numerous subfields of study In keeping with the multidisciplinary spirit of these fields and subfields the entries make use of various theoretical empirical analytical practical and methodological bases of knowledge Expanded and updated the second edition includes over a thousand of new entries representing the most current research in public administration public policy governance nonprofit and nongovernmental organizations and management covering such important sub areas as 1 organization theory behavior change and development 2 administrative theory and practice 3 Bureaucracy 4 public budgeting and financial management 5 public economy and public management 6 public personnel administration and labor management relations 7 crisis and emergency management 8 institutional theory and public administration 9 law and regulations 10 ethics and accountability 11 public governance and private governance 12 Nonprofit management and nongovernmental organizations 13 Social health and environmental policy areas 14 pandemic and crisis management 15 administrative and governance reforms 16 comparative public administration and governance 17 globalization and international issues 18 performance management 19 geographical areas of the world with country focused entries like Japan China Latin America Europe Asia Africa the Middle East Russia and Eastern Europe North America and 20 a lot more Relevant to professionals experts scholars general readers researchers policy makers and manger and students worldwide this work will serve as the most viable global reference source for those looking for an introduction and advance knowledge to the field

Cases in Innovative Nonprofits Ram A. Cnaan,Diane Vinokur-Kaplan,2014-12-02 Become an innovator in the nonprofit world Student friendly and readable Cases in Innovative Nonprofits provides readers with current comparative case studies of innovative nonprofit organizations that are meeting the needs of humanity in both the U S and abroad Edited by well known scholars Ram A Cnaan and Diane Vinokur Kaplan this text provides inspiring examples of social entrepreneurs who have instituted new services to meet the needs of both new and long standing social problems Each case features either an unidentified need and its successful response or an existing need that was tackled in a unique and innovative manner The text is purposefully organized into four parts Part 1 Two conceptual chapters give the reader an understanding of what a nonprofit social innovation is and tools to analyze various social innovations in this volume and elsewhere Part 2 Ten cases reveal the innovative formation of new nonprofit organizations Part 3 Three cases emphasize innovation through collaboration Part 4 Five cases demonstrate innovations taking place within an existing nonprofit organization By using a simple identical format for each case this text facilitates student learning through comparative review providing a deeper understanding about the complexity and steps required to achieve nonprofit social innovation *Getting Beyond Better* Roger L. Martin,Sally Osberg,2015-09-15 Who drives transformation in society How do they do it In this compelling book strategy guru Roger L Martin and Skoll Foundation President and CEO Sally R Osberg describe how social entrepreneurs target systems that exist in a stable but unjust equilibrium and transform them into entirely new superior and sustainable equilibria All of these leaders call them disrupters visionaries or changemakers develop build and scale their solutions in

ways that bring about the truly revolutionary change that makes the world a fairer and better place The book begins with a probing and useful theory of social entrepreneurship moving through history to illuminate what it is how it works and the nature of its role in modern society The authors then set out a framework for understanding how successful social entrepreneurs actually go about producing transformative change There are four key stages understanding the world envisioning a new future building a model for change and scaling the solution With both depth and nuance Martin and Osberg offer rich examples and personal stories and share lessons and tools invaluable to anyone who aspires to drive positive change whatever the context Getting Beyond Better sets forth a bold new framework demonstrating how and why meaningful change actually happens in the world and providing concrete lessons and a practical model for businesses policymakers civil society organizations and individuals who seek to transform our world for good

Issues in Entrepreneurship & Small Business Management SAGE Business Researcher, 2017-03-31 How different is the sharing economy from the traditional economy What can entrepreneurs learn from failure Can start ups change the world SAGE Business Researcher s Issues in Entrepreneurship offers an in depth and nuanced look at a wide range of today s latest issues and controversies in entrepreneurship This new collection of timely readings delves into current topics such as learning from failure social entrepreneurship flat management crowdfunding and more Written with the rigor and immediacy of the best explanatory journalism each issue provides deep balanced and authoritative coverage on the selected topic and key research pointing students to reliable resources for further inquiry These articles are perfect for outside reading assignments or in class debates for any introductory entrepreneurship course

Social Entrepreneurship and Innovation Carole Carlson, 2022-02-09 Mission driven ventures have the power to change the world and solve today s most pressing social problems Social Entrepreneurship equips students with the theories models tools and templates they need to generate ideas and shape opportunities into impactful social enterprises Author Carole Carlson uses a variety of real world examples cases and profiles to illustrate how entrepreneurs around the world are changing their communities Exercises allow students to practice developing their entrepreneurial skillset as they learn the fundamentals of structuring financing marketing and scaling social ventures Whatever social cause your students are passionate about they will find Social Entrepreneurship a vital resource for making their vision a reality

The Social Entrepreneur's Playbook Ian C. MacMillan, 2013 Wharton professor Ian C MacMillan and Dr James D Thompson director of the Wharton Social Enterprise Program provide aspiring social entrepreneurs with critical frameworks and tools to start their ventures with minimum risk and maximum potential for impact Filled with inspiring stories The Social Entrepreneur s Playbook is a must read for entrepreneurs philanthropists foundations and nonprofits interested in doing more with less

The Sports Event Management and Marketing Playbook Frank Supovitz, Robert Goldwater, 2013-10-07 As a sporting event planner how do you keep up with the trends of the ticket buying public sponsorship and merchandising while at the same time attending to the hundreds of management

and operational details required to execute the event A successful sports event requires a planner that can read signals from their market and plan strategically to maintain sponsors and a fill an arena *The Disruptors Extended Ebook Edition* Kerryn Krige,2016 **The Social Business Imperative** Clara Shih,2016-03-25 Social media is now the dominant online activity and drives more website traffic than online search The implications for businesses are as profound as the rise of Google 15 years ago Amidst the demands of running a business it can be alluring to fully delegate digital to the digital team But in today s wired environment digital is actually everyone s job Company leaders and professionals must seek to personally grasp the tectonic changes arising from the always connected customer and then rethink traditional business models business practices and even their own job responsibilities and careers accordingly In *The Social Business Imperative* Silicon Valley entrepreneur and renowned thought leader Clara Shih identifies powerful new opportunities created by social media across the entire customer lifecycle As described in the book s foreword written by Starbucks Chairman and CEO Howard Schultz this guide is a must read for all professionals From boards of directors CEOs and Chief Marketing Officers to front line sales managers recruiters IT and compliance directors no role is untouched by the social mobile digital transformation This book explains how to adapt and thrive in this brilliant new world order by understanding the transformation taking place not only in one s own department but across the customer journey Only with this broader understanding can functional leaders collaborate on delivering a cohesive experience spanning previous organizational silos Going far beyond her global bestseller *The Facebook Era* Shih offers unprecedented insights into why and how traditional organizations must re imagine their existing business processes to capture the digital last mile across social mobile messaging apps Internet of Everything and the collaborative economy Drawing on her immense experience helping Fortune 500 companies operationalize digital transformation to drive measurable uplift in sales and loyalty Shih also presents powerful new case studies spanning multiple industries and companies from Wells Fargo to Warby Parker A book worth reading a voice worth listening to from a leader of real consequence A clarion call on the promise and potential of social channels to transform business Walter Robb Co CEO Whole Foods Market This is a must read for any business leader who wants to thrive in this time of disruptive change Chip Bergh President CEO Levi Strauss Co Whether you re a global brand small local business or individual who wants to turn your passion into a livelihood this book simply and clearly articulates how to channel the power of social media to delight audiences and grow your business Marne Levine COO of Instagram Almost overnight social media has transformed business and the way we as companies interact with our customers In a way social media has become part of everyone s job Clara s book gets right to the heart of the matter and gets us thinking critically about what could be next on this roller coaster ride Robin Hayes President and CEO JetBlue The power of Clara s book is it highlights not only social media practices but fundamental business practices and how company leaders need to entirely rethink customer engagement models The implications for every business regardless of industry or geography of

today's social connected consumer cannot be overstated This book provides a powerful vision and compelling call to action for company leaders everywhere Ted Mathas Chairman and CEO New York Life **The Nation** ,2005 **The New York Times Index** ,2008 **Security** ,2005 *Irish Economic and Social History* ,1996 **Social Entrepreneurs** Marcus Thompson,Suzanne Mawson, Frank Martin,2017-09-16 This core adoptable textbook equips students with the tools needed to create and manage a successful social enterprise and provides an excellent balance between theory and practice Taking a highly engaging and focused approach Social Entrepreneurs explores what it takes for entrepreneurs to translate their ambition and vision into an organisation that is targeted and socially meaningful This new second edition shows how theories models and concepts within entrepreneurship business strategy and international marketing can be adapted to create high impact social ventures that will deliver both positive impact and commercial success Written by a team of experienced instructors and researchers Social Entrepreneurs is ideal for students taking social entrepreneurship and social enterprise modules at undergraduate postgraduate and MBA level This textbook is also an essential companion for existing ventures to scale up and increase social impact locally nationally or internationally New to this Edition Revised and updated throughout to take into account new developments in social enterprise Newly expanded coverage of interdisciplinary critical perspectives Revised focus on how to achieve significant social impact in addition to organisational success **Renewal** ,2008 The Rise of the Social Entrepreneur Charles Leadbeater,1997 **Business Mexico** ,2003

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