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The Mindset of A Social Entrepreneur

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Learning Outcomes

- After this course, participants will be able to:
- List 2 characteristics of an entrepreneur.
- Describe the relationship of social entrepreneurship to the practice of Occupational Therapy.
- Describe 3 aspects of the social entrepreneur mindset.

continued

Overview

- Entrepreneurship
- Socialpreneur
- Occupational Therapy Practitioners as socialpreneurs
- Entrepreneur success traits
- Case examples
- Future trends
- Q & A

continued

Poll #1

- Do you know what a socialpreneur is?

continued

Who is an Entrepreneur?

- E-Myth by Michael Gerber
- Start business from passion for excellence (Gerber, 1995)
- Activities associated with participation in the creation of a business structure
- Goal of taking a new idea to market (Schumpeter, 1934)
- Usually for a profit, creation of value
- High degree of risk (McMullan & Long, 1990)

Entrepreneurs

- “One who organizes, manages, and assumes the risks of a business or enterprise” (Entrepreneur, n.d.).
 - Risk
 - Business
- Intrapreneur
 - System support
 - Financial support (Pinchot, 1985)



continued

Socialpreneur

- Recognized in the 1950 (Bowen, 1953)
 - Social impact as main goal
 - Less focus on financial outcome
 - Usually a program
- (Sastre-Castillo, Peris-Ortiz, Danvila-Del Valle, 2012)

continued

Socialpreneur

- Intention of solving social problems
 - Not merely acts of charity
 - Desire to improve social well-being
 - Develop projects with long-term vision
- (Sastre-Castillo, Peris-Ortiz, Danvila-Del Valle, 2012)

continued

Socialpreneurs

- 200 of 400 individuals studied
- Entrepreneurial frame of mind stems from values of:
 - self-enhancement
 - self-transcendence
 - conservation (Sastre-Castillo, Peris-Ortiz, Danvila-Del Valle, 2012)

Socialpreneur

- Aim to improve the situation of segments of the population that are excluded, marginalized
- The recipients are not capable of creating change on their own (Peredo & McLean, 2006; Seelos & Mair, 2005; Thompson, 2002).
- Dual mission of social and economic value creation (Saebi, Foss, & Linder, 2019)

Socialpreneurs

- Social passion with businesslike discipline
- Social sector organizations often viewed as
 - Inefficient
 - Ineffective
 - Unresponsive (Dees, 1998)



A brief history of Socialpreneur

- Relative new term (1950s) however...
- 1853 Florence Nightingale
 - Crimean War
 - Nursing school
- Late 1800s
 - William Lever and his brothers
 - Lessen work for women and foster health (SANGONeT, 2016)

Socialpreneurs today

“Success isn’t about how much money you make; it’s about the difference you make in people’s lives.”

Twitter, The Social Businessman @socialbusinessman, May 25

“What if success was measures NOT by what we gained But by what we were able to give back?”

<https://twitter.com/DrDouk>

Entrepreneurship style blend

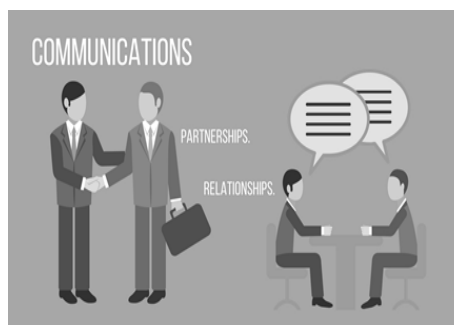
- Businesses are increasingly embracing social causes along with generating profits.
 - sustain the business (Sastre-Castillo, Peris-Ortiz, Danvila-Del Valle, 2012).
- Any endeavor in which OTP are involved will likely have a significant component of social entrepreneurship.

Entrepreneur and invention

- The entrepreneur does not have to create the idea but is the one who leads the business to have a real impact.
- To convert an idea into an enterprise that leads to value, requires the dedication of an entrepreneur, yet the potential reward can make it all worthwhile.

Entrepreneur traits

- Specific skills, knowledge
- Positive relationships development
- Perseverance (Seelig, 2017)
- The mindset



Drive

- Self motivation
- Intrinsic motivation
- External motivation
- Open to opportunity
- Embrace change
- Connect to mission

Generate New Ideas

- **Imagination** is envisioning things that don't exist.
- **Creativity** is applying imagination to address a challenge.
- **Innovation** is applying creativity to generate unique solutions. (Seeling, 2017).
 - Openness, connections, relationships



Take Action

- Self initiation
- Confidence
- Optimism
- Support

Perseverance

- Resilience
- Be vulnerable – imperfect
- Responsible- for self
- Open to change (Brown, 2015)
- Courage over comfort
- Culture
 - scarcity, fear, and uncertainty

Leading with Vision

- Optimize the outcomes of occupational therapy programs and services
- Transformational leadership
- Develop, communicate, implement, and sustain a vision
- Strategies for managing resistance to change
(Phipps, 2015).

Poll #2

Do you have an interest in this topic and a socialpreneur idea?

continued

Top Social Entrepreneurs on Instagram

- TOMS @blakmycookie
- Invisible children @benkeesy
- Sevenly @dalepartridge
- FEED @laurenblauren
- Pencils of Promise @itsadambrun

continued

Top Social Entrepreneurs –cont.

- Charity: Water @scottharrison
- Generosity Water @jordanwagner1
- Warby Parker @neilblumenthal
- Origin Magazine @marandaplesant
- Krochet Kids @kohlgreyson

continued

Pencils of Promise

- The difference between dreamers and doers
- How to overcome past failures
- The basics of an effective manager
- How to create authentic culture at your company

<https://startupcamp.com/podcast/launch-purpose-company-adam-braun/>

OTPs as Socialpreneurs

- Activities of daily living (**ADLs**)
- Instrumental activities of daily living (**IADLs**): Rest and sleep, education, work, play, leisure, social participation
- **Social** interaction skills
- Habits, routines, rituals, **roles**
- Cultural, personal, physical, social, temporal **contexts** (American Occupational Therapy Association, 2014)

OT as Intrapreneur

- Organizations
- Colleges
- Research
- Program development
- Product development
- Student capstones



Literature Examples

- Social enterprise: a model of recovery and social inclusion for occupational therapy practice in the UK (Stickley, & Hall, 2017)
- Participatory design of a social enterprise for rehabilitees (Konsti-Laakso, Koskela, Martikainen, Melkas & Mellanen, 2016)

Case Examples

- Profession of OT
 - 1917 William Rush Dunton, Isabel Newton, Thomas Bessell Kidner, Susan Cox Johnson, George Edward Barton, Eleanor Clarke Slagle.
- Programs
 - 1915 first OT school
- Products
 - 1958 Fred Sammons, Judy Colditz, Jayne Knowlton
 - Karen Jacobs
 - OTPotential

The Future

- Emerging & Innovative Practice Award (Est. 2015, AOTA)
 - Underserved populations
 - Utilize expertise of OT in new/visionary ways
 - Achieve significant client outcomes
 - Professional relevance
 - Profession responsive to changes occurring in health care



continued

Emerging OT practice

- Keep long-term care and skilled nursing facilities, freestanding outpatient, hospitals, and schools
- Consultants: other (20%), community (17%), schools (13.7%), and mental health (12%).
- Underserved populations
- Emerging.... “OT as primary care” (AOTA, 2019).

continued

Emerging practice

- Natural history of disease – prepathogenesis
- Socio-economic factors of health and well-being
 - Environment- impoverished neighborhoods
 - Lifestyle Design
 - Laundry and Literacy Coalition
 - Prison – activity mental health groups
 - Transitions

continued

continued

Emerging practice

- Potential work retraining: Open Door Mission in Rochester, NY
- Intellectually disabled student receiving college certificates: Bridges Program at SUNY Orange and Bell program at Roberts Wesleyan College
- Children books on OT practice areas: Karen Jacobs
- Drivers' education
- AARP- Elin Schold Davis, OTR/L, CDRS
- OT Practice by AOTA

continued

Poll #3

- As a result of participating in this course, do you now know what a socialpreneur is?

continued

Poll #4

- Do you see yourself as a socialpreneur or have interest in becoming one?

continued

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Thank you for attending!



Questions?

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