

CIRCLE OF YOUNG
INTRAPRENEURS

NEW CITY LEAD
GUIDE 2018

HEY THERE!

WE'RE ABSOLUTELY THRILLED TO OFFICIALLY WELCOME YOU
TO THE 'INNER CIRCLE' OF THE
CIRCLE OF YOUNG INTRAPRENEURS!

WE'VE GOT BIG PLANS IN 2018 AND ARE SUPER PUMPED
THAT YOU'RE GOING TO BE LEADING THE CHARGE IN YOUR
CITY, AS PART OF OUR GLOBAL HUB ROLLOUT!

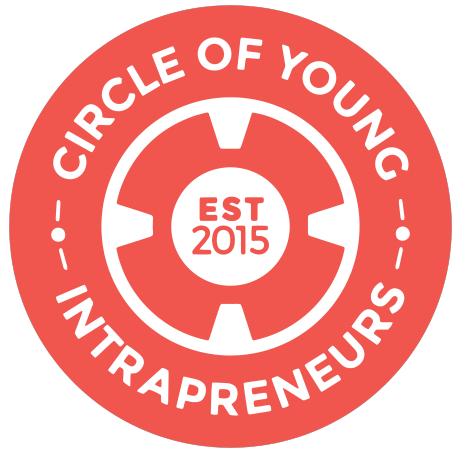
THIS PACK WILL TAKE YOU THROUGH EVERYTHING YOU
SHOULD NEED TO LAUNCH A SUCCESSFUL COYI HUB IN YOUR
CITY.

TOGETHER, LET'S SHOW THE WORLD THAT YOUNG PEOPLE IN
YOUR CORNER OF THE WORLD ARE MAKING CORPORATE
BUSINESS A REAL FORCE FOR GOOD!

LOTS OF LOVE,
T AND D
CO-FOUNDERS



tim ~~and~~ david



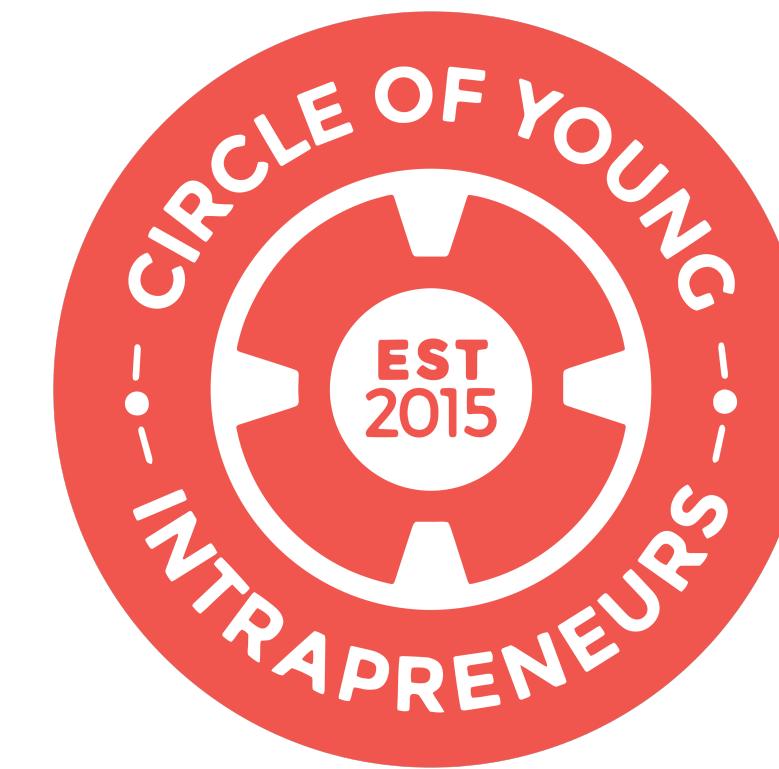
OUR VISION

WE BELIEVE THAT EXISTING BUSINESSES ARE THE GREAT UNTAPPED RESOURCE FOR POSITIVE SOCIAL IMPACT, AND THAT THE MOST EFFECTIVE WAY OF TRANSFORMING CORPORATES IS FROM THE INSIDE OUT, USING EMPLOYEES AS CHANGE AGENTS; AS SOCIAL INTRAPRENEURS.

POSITIVE SOCIAL IMPACT IS SOMETHING A GROWING NUMBER OF CLIENTS, INVESTORS AND EMPLOYEES DIRECTLY SEEK OUT IN COMPANIES THAT THEY INTERACT WITH. THE WORLD OF BUSINESS IS CHANGING AND - IF WE RESPOND TO THIS - WE CAN CREATE A FAIRER, MORE EQUAL WORLD, WHERE BUSINESSES HELP TO SOLVE SOME OF HUMANITIES GREATEST ISSUES AND, THEREFORE, CREATE A BETTER WORLD FOR EVERYONE.

THE WAY IN WHICH WE PLAN ON DOING THIS IS BY CREATING, AND DELIVERING, AS MANY PROFITABLY DO GOOD INITIATIVES AS POSSIBLE ALL OVER THE WORLD. THESE INITIATIVES WILL THEN BECOME EXAMPLES TO BOTH INSPIRE OTHERS AND MAKE BIG BUSINESS REALISE THAT THIS ISN'T JUST PHILANTHROPY, IT'S GOOD BUSINESS. IF WE DO THIS WE CAN CONVERT THE WORLD'S BIGGEST COMPANIES INTO THE WORLD'S BIGGEST CHANGEMAKERS AND CREATE ONE OF THE MOST IMPACTFUL SOCIETAL MOVEMENTS OF OUR TIME.

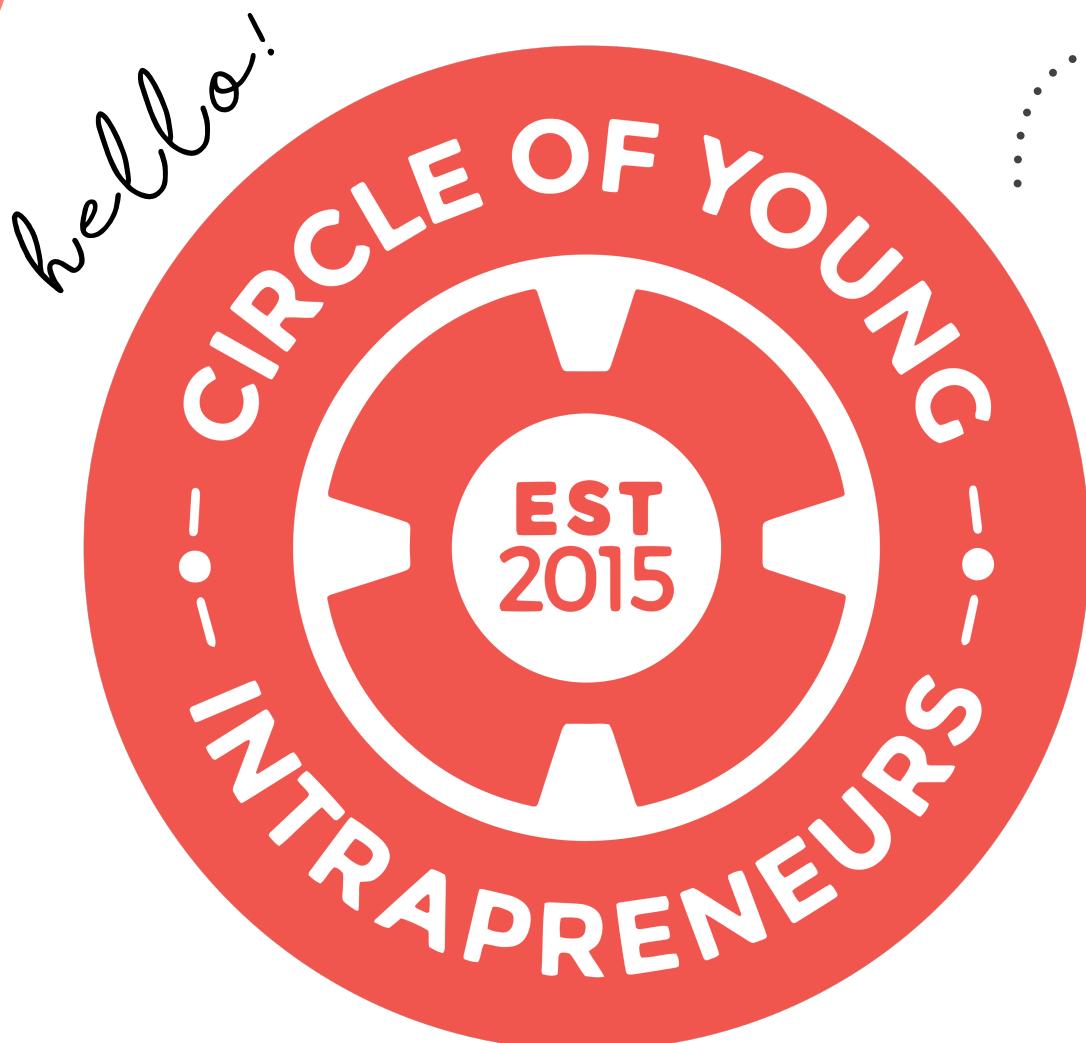
WE FOUNDED THE CIRCLE BASED ON OUR OWN JOURNEY AS SOCIAL INTRAPRENEURS WHERE WE REALISED THAT BEING A SOCIAL INTRAPRENEUR IS HARDER THAN IT SHOULD BE... THE CIRCLE IS DESIGNED TO CLOSE THIS GAP WHILST ALSO HELPING YOUNG LEADERS TO FIND MORE PURPOSE AND VALUE IN THEIR CAREERS. THE #DOWELLDOGOOD MENTALITY.



social intrapreneur

[NOUN] : SOH-SHUH-L IN-TRUH-PRUH-NUR

A PASSIONATE INDIVIDUAL, WHO THINKS AND ACTS LIKE A ENTREPRENEUR,
WORKING INSIDE A MAJOR CORPORATION OR ORGANISATION,
WHO DEVELOPS AND DELIVERS INNOVATIVE, PROFITABLE AND SUSTAINABLE
SOLUTIONS TO SOCIAL OR ENVIRONMENTAL CHALLENGES



WELCOME TO THE CIRCLE OF YOUNG INTRAPRENEURS!

WHO WE ARE

WE ARE A MOVEMENT DESIGNED TO INSPIRE AND GUIDE YOUNG SOCIAL INTRAPRENEURS TO DEVELOP AND DELIVER PURPOSE-DRIVEN BUSINESS IDEAS IN LARGE, CORPORATE ORGANISATIONS GLOBALLY. WE'RE MAKING BUSINESS A FORCE FOR GOOD.

CIRCLEOFYI.COM

@CIRCLEOFYI

WE LAUNCHED
IN JANUARY
2016 IN
LONDON, UK

AND
NOW

WE HAVE
5000+
MEMBERS

IN
70+
COUNTRIES

FROM
400+
ORGs

JOIN IN
US
SOUND GOOD?

#1

WE ARE ALREADY
THE LARGEST
NETWORK OF SOCIAL
INTRAPRENEURS
ANYWHERE...



WITH 20 HUBS GLOBALLY



WHY DID WE SET UP GLOBAL CITY HUBS?

WE'VE BEEN RUNNING THE CIRCLE OF YOUNG INTRAPRENEURS FOR ALMOST TWO YEARS NOW, AND RECOGNISE THAT THE MOVEMENT IS MOST POWERFUL AND ENGAGING WHEN YOUNG PEOPLE ARE ABLE TO GET TOGETHER IN PERSON - TO BUILD AND SHARE IDEAS, TO CONNECT AND SWAP STORIES, AND INSPIRE EACH OTHER AND BE THE CHANGE THEY WANT TO SEE IN THE WORLD.

WHilst we were able to host a series of successful events in London in 2016, we realised that, as two people based in the UK, we're not going to be able to do the same in other areas of the world, where we know for sure that there are many more young people who want to use social intrapreneurship to drive social change using the power of big business.

THIS IS WHERE YOU COME IN.

As an awesome young leader, we've hand-picked you to help us replicate and build upon what we started in London. Hosting amazing events and growing the COYI community in your city. This will allow us to aggregate our impact so that we're collectively stronger.

BUT DON'T WORRY, YOU'RE NOT ALONE...

INTRODUCING THE COYI CENTRAL TEAM



ZOË BROMFIELD

OPERATIONS



KARA WENGER

STRATEGY



LYDIA ROLLINSON

COMMUNICATIONS



BIANCA RANGECROFT

EVENTS



WILL WOLLERTON

OPERATIONS



AUDREY BRET

MEMBERSHIP



CHARLIE MUNRO

OPERATIONS



KARL WEST

PARTNERSHIPS



MADDIE DEBNEY

PRODUCT



KELWYN LOOI

TECHNOLOGY

IF YOU HAVE ANY QUERIES, QUESTIONS OR WANT TO BOUNCE AN IDEA AROUND,
THEN THIS AMAZING BUNCH OF HUMANS ARE HERE TO SUPPORT YOU - DROP A
NOTE TO TEAM@CIRCLEOFYI.COM AND WE'LL CONNECT YOU WITH THE RIGHT PERSON

AND DON'T FORGET ABOUT THE
REST OF THE CITY LEADS...



CIRCLE OF YOUNG INTRAPRENEURS GLOBAL HUBS



JUSTIN DESHAW - LOS ANGELES

JACK REDDING AND JULIE MUGGLI - CHICAGO

MEG TRITE - PITTSBURGH

NADER SAIF AND KABIR SEWANI - TORONTO

JOHN BALKAM AND ACHAL PATEL - WASHINGTON DC

HALLIE STEBBINS - NEW YORK CITY

ALEJANDRA GRUPP - BOSTON

CRISTIÁN GUERRERO - SANTIAGO

MARY-KATE PORTLEY - DUBLIN

JONATAN NORMAN AND JACOB LARSSON - STOCKHOLM

ANNA DONA-HIE - PARIS

DARA MILLER - MONACO

AOUATIF TAWFIK - AMSTERDAM

JASON STAMM - BRUSSELS

GUILLAUME VIGIER - CASABLANCA

FABIO HENRIQUEZ AND HIRAM GARCIA -

JOHANNESBURG

ASHU KUMAR - NEW DELHI

DAVID NOSIBOR - SINGAPORE

Laurie Brown - SYDNEY

OUR COMMITMENT TO YOU

WE WANT TO MAKE YOUR ROLE AS A GLOBAL CITY LEAD AS LIGHT TOUCH AND ENJOYABLE AS POSSIBLE WHILST STILL MAXIMISING IMPACT

WE'LL ASSIGN A BUDDY TO SUPPORT YOU - YOU CAN CALL ON THEM FOR ANYTHING YOU NEED WHEN SETTING UP YOUR HUB

WE'LL PROVIDE YOU WITH BRANDING, FRAMEWORK, TEMPLATES, TOOLS AND MATERIALS TO MINIMISE THE ADMIN AND MAKE RUNNING EVENTS AND BUILDING A COMMUNITY AS WORTHWHILE AND REWARDING AS POSSIBLE - WE'LL HOST EVERYTHING YOU'LL NEED ON DROPBOX

WE'LL GET YOU A LIST OF ANY EXISTING COYI MEMBERS IN YOUR CITY SO YOU'VE GOT A BUNCH OF COOL PEOPLE TO GET YOUR COMMUNITY GOING

WE'LL MAKE SURE EVERYONE GETS COVERAGE IN THE REGULAR GLOBAL NEWSLETTERS, AND PROMOTE SOCIAL MEDIA AND ANY EXTERNAL COVERAGE AS BEST WE CAN

WE'LL ENSURE WE CATCH UP WITH YOU INDIVIDUALLY AT LEAST ONCE A MONTH

WHAT WE ASK OF YOU

WE ARE KEEN FOR YOU TO RUN THE CIRCLE HUB IN YOUR CITY AS YOU THINK WORKS BEST,
BUT TO ALWAYS BE CONSCIOUS OF THE CIRCLE'S MISSION STATEMENT

TO ACT AS AN AMBASSADOR FOR THE CIRCLE - YOU'RE THE FACE OF THE MOVEMENT IN YOUR CITY AND CENTRAL TO OUR MISSION

TO ENCOURAGE YOUR CITY MEMBERS TO JOIN COYI VIA THE WEBSITE (CIRCLEOFYI.COM) AND CONNECT WITH YOUNG SOCIAL INTRAPRENEURS
FROM AROUND THE WORLD VIA THE LINKEDIN GROUP - WE WANT LOCAL EVENTS AND FRIENDLY FACES, BUT FOR EVERYONE TO FEEL LIKE
THEY'RE ALSO PART OF A BIGGER GLOBAL COMMUNITY

TO COMMIT AROUND 5 HOURS PER WEEK ON CIRCLE ACTIVITY (WE UNDERSTAND THIS WILL VARY; SOME WEEKS MORE, OTHERS LESS)

TO RUN AN EVENT ONCE A QUARTER - THIS HELPS MAINTAIN MOMENTUM AND ENABLES MEMBERS TO COME TOGETHER

TO POST UPDATED PROGRESS ON THE SLACK FEED SO EVERYONE CAN SEE HOW YOU'RE DOING

TO TWEET/RETWEET/COMMENT/SHARE OTHER LEAD'S CONTENT AS MUCH AS POSSIBLE

AND GET TO KNOW OTHER LEADS AND SHARE BEST PRACTICE - KEEP TALKING ABOUT COYI AND SPREADING THE WORD ABOUT SOCIAL
INTRAPRENEURSHIP - LETS CHANGE THE WORLD TOGETHER!

CITY LEAD RESPONSIBILITIES

THE ROLE

YOU RUN YOUR HUB IN YOUR CITY - DO IT YOUR WAY. OWN THE CITY. OWN SOCIAL INTRAPRENEURSHIP IN YOUR CITY. WHILST WE DRIVE TO OWN THE SPACE ON A GLOBAL SCALE, YOU HAVE AN OPPORTUNITY TO OCCUPY THIS SPACE LOCALLY. THIS IS THE FUN BIT, TAKE OUR VISION, CHANNELS AND BRAND AND MAKE IT YOUR OWN. CORE TO BEING A CIRCLE CITY LEAD IS RUNNING EVENTS EACH QUARTER BUT THERE IS THE OPPORTUNITY TO DO SO MUCH MORE THAN THIS TO REALLY SPREAD THE #DOWELLDODGOOD MENTALITY.

WE NEED YOU TO HAVE A STRONG PRESENCE ON SOCIAL MEDIA:

- POST USING #SOCINT #DOWELLDODGOOD @CIRCLEOFYI
- POST BLOGS ON LINKEDIN AND MEDIUM - BLOG POSTS GET MAJOR TRACTION AND HELP US TO BUILD OUR BRAND AND REPUTATION AS WELL AS BUILDING YOUR OWN FOLLOWING LOCALLY
- CONNECT WITH NATASHA AND LYDIA FROM THE CENTRAL TEAM FOR IDEAS, CAMPAIGNS AND BEST PRACTICE FOR SOCIAL MEDIA

TOP TIPS FOR STARTING OUT

1. SET UP A COMMITTEE
- MANY HANDS MAKE LIGHT WORK, SO ROPE IN FRIENDS OR PROFESSIONAL CONTACTS TO SHARE THE WORK LOAD - HAVING A CO-LEAD, OR SOMEONE TO SUPPORT EVENTS OR LOCAL PARTNERSHIPS CAN BE REALLY BENEFICIAL.

2. CREATE SOCIAL MEDIA PROFILES WITH YOUR CITY LOGO - NOTE, FB PAGES SHOULD BE SET UP AS A COMMUNITY PAGE NOT COMMUNITY ORGANISATION PAGE - THE FEATURES ON THE COMMUNITY PAGE ARE FAR MORE SUITED TO WHAT WE WANT

EXTERNAL COMMS
INTERNAL COMMS

- CHECKING THE SLACK FEED REGULARLY IS ESSENTIAL THERE ARE REGULAR UPDATES AND ADVICE GOING THROUGH THERE
- LEADS SHOULD ALSO USE SLACK TO REACH OUT TO EACH OTHER AND WORK TOGETHER PROACTIVELY ON CONCEPTS AND EVENTS - WE'RE ALL HERE TO HELP EACH OTHER TO MAKE THE WORLD A BETTER PLACE!
- CALL ON YOUR BUDDY FOR SUPPORT - THEY'LL BE ABLE TO HELP YOU NAVIGATE THE INTERNAL WORLD OF COYI!

3. READ OUR: REPORT ON SOCIAL INTRAPRENEURSHIP
- SEE OUR DROPBOX FOR THE LINK - AND CHECK OUT THE READING LIST SO THAT YOU'RE CLUED UP ON THE THEORY AND PRACTICE OF SOCINT. IT'S IMPORTANT YOU'RE ABLE TO EXPLAIN AND INSPIRE!
4. BY NO MEANS ESSENTIAL, BUT IF YOU WOULD LIKE BUSINESS CARDS, HERE IS THE TEMPLATE WE USE: [HTTPS://WWW.MOO.COM/IS/PACKPREVIEW/3620385/66990f7c6775f4f37d2421a97a60dbffa78322f2](https://www.moo.com/is/packpreview/3620385/66990f7c6775f4f37d2421a97a60dbffa78322f2) - USE MOO.COM TO BUILD SOMETHING SIMILAR STATING YOU ARE THE LEAD FOR YOUR CITY!
5. WHEN YOU CREATE YOUR FIRST EVENT ON EVENTBRITE, FOLLOW THIS BEST PRACTICE TO CAPTURE DATA ON ATTENDEES (EG. MAKE "CITY E.G. NEW YORK/LONDON" A MANDATORY FIELD) [HTTPS://WWW.EVENTBRITE.CO.UK/SUPPORT/ARTICLES/EN_US/HOW_TO/HOW-TO-COLLECT-INFORMATION-FROM-ALL-EVENT-ATTENDEES?LG=EN_GB](https://www.eventbrite.co.uk/support/articles/en_us/how_to/how-to-collect-information-from-all-event-attendees?lg=en_gb)

THINGS YOU CAN DO RIGHT NOW (IF YOU HAVEN'T ALREADY!)

JOIN OUR SLACK GROUP AND CHECK OUT THE DROPBOX
[HTTPS://CIRCLEOFYI.SLACK.COM](https://circleofyi.slack.com) - USE THIS FOR ANY SHORT UPDATES, QUESTIONS OR TO MESSAGE OTHER LEADS -
OUR DROPBOX IS WHERE WE HOST ALL MATERIALS FOR EVENTS AND PRESENTATIONS

CONNECT ON SOCIAL MEDIA AND UPDATE YOUR BIO

JOIN THE LINKEDIN GROUP ([HTTPS://WWW.LINKEDIN.COM/GROUPS/844091](https://www.linkedin.com/groups/844091))
AND UPDATE YOUR PROFILES TO SHOW YOU'RE THE LEAD IN YOUR CITY AT CIRCLE OF YOUNG INTRAPRENEURS
(YOU SHOULD BE ABLE TO FIND COYI AS A COMPANY ON LINKEDIN)

START SOCIALISING THE CONCEPT AMONGST YOUR PEER GROUP IN YOU CITY
USING YOUR EXISTING NETWORKS YOU PROBABLY KNOW A GOOD FEW PEOPLE THAT WOULD BE INTERESTED IN ATTENDING
YOUR FIRST EVENT; ARE THERE SIMILAR EVENTS ARE GOING ON IN TOWN? CHECK MEETUP.COM ETC

WORK OUT THE BIG CORPORATE PLAYERS IN YOUR CITY
PERHAPS THERE'S A GLOBAL GIANT BASED IN YOUR LOCATION? WHO DO YOU KNOW THERE?
IT WOULD BE GREAT TO GET THEM INTERESTED IN SOCIAL INTRAPRENEURSHIP WITH COYI!

WRITE A SHORT BLOG AND POST IT ON SOCIAL MEDIA
LIKE, 'WHY YOUNG PEOPLE AND CORPORATES IN YOUR CITY SHOULD GET INVOLVED WITH SOCIAL INTRAPRENEURSHIP'

THE FIRST 90 DAYS (THIS IS GOING TO BE FUN!)

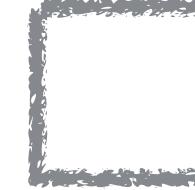
first steps

THE CIRCLE HAS GROWN ENTIRELY BY WORD OF MOUTH AND SOCIAL MEDIA SO FAR, SO DON'T UNDERESTIMATE THE EFFECT THAT TALKING PASSIONATELY ABOUT THIS TOPIC CAN HAVE. WE FEEL THIS IS DOWN TO THE CIRCLE REALLY PROVIDING SOMETHING THAT IS MISSING IN PEOPLE'S EARLY CAREERS - THE WAY TO DO WELL AND DO GOOD SIMULTANEOUSLY. STARTING OFF AS A CIRCLE CITY LEAD IS SIMPLY ABOUT TALKING TO PEOPLE ABOUT WHO WE ARE AND WHAT WE DO. START SOCIALISING THE CONCEPT AMONGST PEOPLE YOU KNOW WILL BE INTERESTED AT FIRST, IN GROUPS YOU'RE ALREADY A PART OF OR WITH OTHERS WHO YOU KNOW ARE SOCIALLY MINDED AND WANT TO DRIVE POSITIVE CHANGE THROUGH THEIR COMPANY. WE FOUND THIS IS BEST DONE IN PERSON, BUT UNDERSTAND MODERN MOVEMENTS ARE SCALED VIA SOCIAL MEDIA - SO IN PARALLEL, SET UP YOUR OWN CIRCLE OF YOUNG INTRAPRENEURS SOCIAL MEDIA PAGE - USE WHATEVER YOU'RE MOST COMFORTABLE WITH OR WHATEVER IS MOST 'STICKY' IN YOUR CITY (LINKEDIN/FACEBOOK/TWITTER/INSTAGRAM), AND USE OUR ONE PAGERS AND RESOURCES IF YOU FEEL THESE ARE USEFUL TO HELP EXPLAIN WHAT WE'RE TRYING TO DO.

WE'D SUGGEST YOUR FIRST EVENT IS MADE UP OF A GROUP OF THESE INTERESTED INDIVIDUALS. THIS DOESN'T HAVE TO BE A BIG THING BUT IT'S USEFUL TO DISCUSS THE MOVEMENT WITH AN RECEPTIVE GROUP. WHO WILL ACT AS 'NET PROMOTERS' - WHY NOT HOST YOUR FIRST EVENT AT YOUR OWN OFFICE?



socialise concept



set up social media



plan first event

THE FIRST 90 DAYS (THIS IS GOING TO BE FUN!)

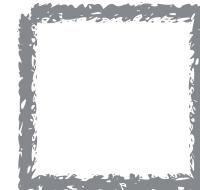
building momentum

USE YOUR SOCIAL MEDIA CHANNELS AND THE HASHTAGS #CIRCLEOFYI #SOCINT AND #DOWEILDOGOOD AND ASK YOUR MEMBERS TO DO THE SAME. WE'VE FOUND POSTING FREQUENTLY BUILDS A CORE FOLLOWING QUITE QUICKLY. REMEMBER TO CC: @CIRCLEOFYI TOO SO WE CAN RETWEET/COMMENT!

WRITING BLOGS ON PLATFORMS LIKE LINKEDIN IS A GREAT WAY TO BUILD MOMENTUM - THESE GET A SURPRISINGLY WIDE CIRCULATION WAY BEYOND YOUR OWN NETWORK. AS A START POINT WRITE UP WHY YOU JOINED THE CIRCLE AND WANTED TO BE A CITY LEAD.

SET UP AN EVENTBRITE ACCOUNT TO HELP YOU MANAGE ATTENDEES AT YOUR FIRST BIG EVENT - YOU SHOULD BE ABLE TO LINK THIS EASILY TO YOUR SOCIAL MEDIA OUTLET

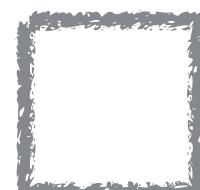
ASK A NEW COYI FRIEND, OR CORPORATE COLLEAGUE IF YOU CAN HAVE AN EVENT SPACE AT THEIR SITE FOR FUTURE EVENTS - MIXING EVENT SPACES UP ATTRACTS NEW ATTENDEES FROM THAT CORPORATE AND HELPS REINFORCE THE MESSAGE THAT THE CIRCLE IS INDEPENDENT OF ANY ONE CORPORATE



tweet and blog



set up eventbrite



book first event venue



crush event; grow a movement

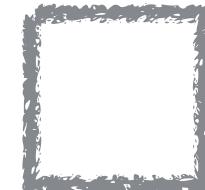
FOR YOUR FIRST EVENT WE'D SUGGEST FOLLOWING THE 'INSPIRATION' EVENT TEMPLATE (SEE DROPBOX) DESIGNED TO INTRODUCE SOCIAL INTRAPRENEURSHIP TO A WIDER AUDIENCE AND INSPIRE OTHER YOUNG PEOPLE.

THE INSPIRATION EVENT WORKS BEST WITH REAL STORIES FROM YOUNG PEOPLE TRYING TO USE BUSINESS AS A FORCE FOR GOOD - GENERALLY WE APPROACHED PEOPLE DIRECTLY FROM THE NETWORK FOR THIS FOR OUR FIRST FEW EVENTS. WE ALSO TARGETED ONE KEYNOTE SPEAKER WHO HAS BEEN EITHER A SENIOR INDIVIDUAL FROM A SUITABLE COMPANY OR SOMEONE WHO SPEAKS REGULARLY ON SOCIAL INNOVATION/IMPACT/SOCIAL BUSINESS ETC, BY APPROACHING PEOPLE USING THE CIRCLE BRANDING AND MISSION STATEMENT.

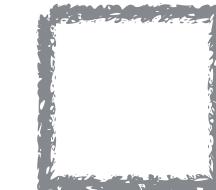
AT ALL EVENTS MAKE SURE YOU ASK PEOPLE TO POST ON SOCIAL MEDIA USING @CIRCLEOFYI #CIRCLEOFYI.

CREATE A MAILING LIST OF MEMBERS IN YOUR CITY AND EMAILS (YOU'LL NEED THIS FOR FUTURE EVENTS)

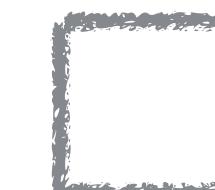
WE'D SUGGEST HOLDING YOUR SECOND EVENT TWO-THREE MONTHS AFTER YOUR FIRST EVENT. IN THE MEANTIME, WE RECOMMEND HOSTING SMALL, INFORMAL 'CATCH UPS' BETWEEN OUR BIG EVENTS - THESE HAVE NO FIXED FORMAT AND JUST INVOLVE DROPPING A NOTE OUT ON LINKEDIN/TO YOUR MAILING LIST WITH THE NAME OF A BAR/PUB/CAFE AS WELL AS SOMETIMES SENDING OUT INDIVIDUAL EMAILS TO YOUR 'CORE' GROUP.



book speakers



crush the event



onto the next one

AND IT'S AS EASY AS THAT!

ALWAYS REMEMBER

YOU ARE AWESOME AND WE LOVE YOU

WE CAN'T CHANGE THE WORLD ON OUR OWN

SO WE NEED TO SUPPORT EACH OTHER

WE'RE ALWAYS HERE FOR YOU

WE'RE INCREDIBLY HONOURED TO HAVE YOU ONBOARD

AND CAN'T WAIT FOR YOU TO CRUSH IT IN YOUR CITY!

LET'S DO THIS!

love,

tim and david

