

## Characteristics / Qualities of a Social Entrepreneur

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### Qualities of a Social Entrepreneur

- Qualities of a business entrepreneur  
(Risk taker, dreamer, innovator, passionate,  
committed, learner)
- +
- Combination of 3 factors
  - Individual oriented
  - Organizational
  - External

### Individual Oriented

1. **Social Acumen**
  - The big idea, pattern changing, clearly articulated vision of social change
2. **Aspiration**
  - Thinks big, keep resources in mind, Account for change in environment
3. **Servant Leadership**
  - Serve first-Lead later, social cause bigger than individual, passionate not possessive

### Organization Oriented

1. **Innovation**
  - Constantly innovate, redefine existing patterns of society
2. **Resourcefulness & Planning**
  - Business acumen, Optimize - getting more out of less without losing focus on core competence, No fire fighting
3. **Sustainability**
  - Constant learning & adapting to change, organization, financial & community

## External Oriented

1. **Social Impact**
  - Systemic social change, revisit mission periodically
2. **Collaboration & Communication**
  - Network voraciously, share ideas, operate transparently, build a value chain, involve community in various roles

## Six qualities of successful SEs

David Bornstein, *How to Change the World*

- Willingness to self correct
- Willingness to share credit
- Willingness to break free of established structures
- Willingness to cross disciplinary boundaries
- Willingness to work quietly
- Strong Ethical impetus

## Ten Characteristics of Successful SEs

Elkington & Artigan, *Power of unreasonable people*

- Shrug off constraints of ideology
- Apply practical solutions to social problems
- Innovate a new product, service or approach
- Focus on Social value creation
- Jump in before being fully resourced
- Unwavering belief in everyone's innate capacity
- Dogged determination
- Balance their passion with social impact
- Teach change makers in other sectors
- Display a healthy impatience

## Conclusion

|          |   |          |                           |
|----------|---|----------|---------------------------|
| <b>S</b> | Social acumen                           | <b>E</b> | Ethical                   |
| <b>O</b> | Opportunist                             | <b>N</b> | Non judgmental            |
| <b>C</b> | Change agents                           | <b>T</b> | Transform societies       |
| <b>I</b> | Innovative/ Redefines existing patterns | <b>R</b> | Revolutionary ideas       |
| <b>A</b> | Aspirations                             | <b>E</b> | Enterprise Builder        |
| <b>L</b> | Leaders (servant leaders)               | <b>P</b> | Policy makers             |
|          |   | <b>R</b> | Resourcefulness           |
|          |   | <b>E</b> | Evaluators                |
|          |   | <b>N</b> | Networking skills         |
|          |   | <b>E</b> | Empowering communities    |
|          |   | <b>U</b> | Unreasonable              |
|          |   | <b>R</b> | Replicable models         |
|          |   | <b>S</b> | Sustainable organizations |