

# Change the World

Using the New Tools of Social Entrepreneurship to Create  
Meaning in Your life and Make a Real Difference  
(working title)

Rob Emrich

H783 Honors Project Defense

13 August 2007

10:30 AM PAES Building,  
4<sup>th</sup> Floor Conference Room

# Parameters of the H783 Project

- Part of a longer process of writing a non-fiction book
- Proposed Project: to finish proposed steps 1-9 adapted from Dan Poynter's "*Writing Nonfiction: Turning Thoughts into Books*"
- First attempt at writing nonfiction

# Background

H783 Project Defense is based on

- Research done Summer Quarter 2007
- Professional Experience of Last Five Years
- First Person Interviews with Featured Social Entrepreneurs
- Other undergraduate coursework at Ohio State

Purpose

- This power point is an effort to order a purposefully scattershot rough draft .

Format

- It is organized into steps preceding the rough draft then into the chapters

# Overview of the Methodology

1. Idea for your Book
2. Qualify the Book Project According to the 6 Musts
3. Research the Subject
4. Select a Working Title
5. Draft the Cover Copy
6. Set up your binder with dividers, front matter, slip the mock-up of the covers into the outside pockets

# Overview of the Methodology (contd.)

7. Assemble Research into Chapter Piles
8. Decision: Keyboard or Dictate
9. First Draft. Rough Draft, get what you have into the binder. Get all of the information in there before going back to edit.
10. Second Draft. Content Edit. Research and fill the gaps
11. Third Draft. Peer review. Send out Chapters for feedback

# Overview of the Methodology (contd.)

12. Get testimonials for the back cover, page 1 et.
13. Fourth Draft. Copy Edit. Clean up the punctuation and grammar style
14. Fact Checking
15. Decision: Sell to Publisher or Self Publish
16. You are published.
17. Promotion.

# Overview of Results

1. 'Rough Draft' is extraordinarily rough
2. Research is still ongoing and is taking considerably longer hours than originally anticipated, it represents roughly 80% of the work contained herein
3. Some chapters and concepts are further than others
4. This work will likely change significantly before publication.

# Step 1: Idea for your Book

- How young people can make a substantive difference in a particular cause by using the emerging field of Social Entrepreneurship.
- A guidebook for college grads, and young professionals for starting and sustaining high impact nonprofit, foundation or social enterprise



## Step 2: Qualify the Book According to the 'Six Musts'

1. MUST: The Subject Must Be Interesting to You
  - It's Very Interesting
2. MUST: You Must have Expertise or Experience
  - 5 Years Professional Experience
3. MUST: The Subject Must be of Interest to Others
  - Of interest to disaffected as well as wealthy
4. MUST: The Subject Must be Tightly Focused
  - Focus comes from targeting the book as a 'how-to'

# Step 2: Qualify the Book According to the 'Six Musts'

## 5. MUST: The Market Must Be Easy to Reach

- Identify Them: Who Are Your Readers?
  - Recent or Soon to be College Grads
    - Job Seekers
    - Disillusioned and Lost Young People
  - Career Changers
    - Retirees
    - Affluent Reformed 9-5ers
  - Idealists
  - Frustrated NPOers
    - Young People who Leave Sector
  - Successful Entrepreneurs Who Want to Make a Social Difference

# Step 2: Qualify the Book According to the 'Six Musts'

- Locate them: Where Are They?
  - Recent or Soon to be College Grads:
    - College Campuses, Job Search Websites, Craigslist Ads
    - In the *Universum* survey, 27% of undergraduates now list contributing to society as a top career goal; the survey added the option this year after hundreds of students penciled it in.
  - Online:
    - Idealist.org
    - SE Blogs
    - Skoll Foundation Blog
  - Community/Political Events
    - Public Speaking
    - Young Professionals

# Step 2: Qualify the Book According to the 'Six Musts'

## 6. MUST: The Market Must Be Large Enough

- Between 200,000 and 700,000 Readers identifiable and reachable people
- 17.2 Mil college enrollment
- 3 million college graduates or eligible for book
- 27% say making a difference is the most important thing to them.

# Step 3: Research the Subject

## 1. Check for other books (resources and competition)

### I. Nonprofit Formation

- How to Form a Nonprofit Corporation  
*Mancuso, Anthony*
- Starting & Building a Nonprofit: A Practical Guide  
*Pakroo, Peri*
- Start and Grow Your Faith-Based Nonprofit: Answering Your Call in the Service of Others  
*Esau, Jill*
- Nonprofit Kit for Dummies  
*Hutton, Stan*
- Change Your Career: Transitioning to the Nonprofit Sector  
*Otting, Laura Gassner*
- Other Everything You Never Wanted to Know About Your Nonprofit Corporation  
*The Unknown Attorney*

# Step 3: Research the Subject (contd)

- II. *Social Entrepreneurship*
  - *Enterprising Nonprofits: A Toolkit for Social Entrepreneurs*  
*Dees, Greg*
  - *The Executive Director's Survival Guide: Thriving as a Nonprofit Leader*  
*Carlson, Mim*
  - *How to Change the World: Social Entrepreneurs and the Power of New Ideas, Updated Edition*  
*Bornstein, David*
  - *Social Entrepreneurship*  
*Mair, Johanna*
  - *Social Entrepreneurship: New Models of Sustainable Social Change*  
*Nicholls, Alex*
  - *Social Entrepreneurship : The Art of Mission-Based Venture Development*  
*Brinckerhoff, Peter*
  - *The New Social Entrepreneurship: What Awaits Social Entrepreneurship Ventures?*  
*Perrini, Francesco*
  - *Social Sector Entrepreneurship and Innovation*  
*Tranquada, Warren*
  - *Take a Quantum Leap - A For Impact Campaign Manifesto*  
*Suddes, Tom*
  - *Be the Change! Change the World. Change Yourself.*  
*Nunn, Michelle*
  - *BY THEIR BOOTSTRAPS: THE LIVES OF TWELVE GILDED AGE SOCIAL ENTREPRENEURS*  
*Wooster, Matin Morse*

# Step 3: Research the Subject (contd)

## 2. Check for Other Blogs & Communities\*

- <http://us.oneworld.net/>
- <http://www.socialedge.org/>
- <http://www.ashoka.org/>

## 3. Check for Other Journals

- Stanford Social Innovation Review

# Step 3: Research the Subject (contd)

## 4. Other Organizations

- Ashoka: Innovators for the Public
- Skoll Foundation
- Omidyar Network
- Schwab Foundation for Social Entrepreneurs
- Echoing Green
- The Manhattan Institute for Policy Research
- Draper Richards Foundation
- Civic Ventures



# Step 3: Research the Subject (contd)

## 5. Other Media

- PBS: The New Heroes:

## 6. Choose a model book:

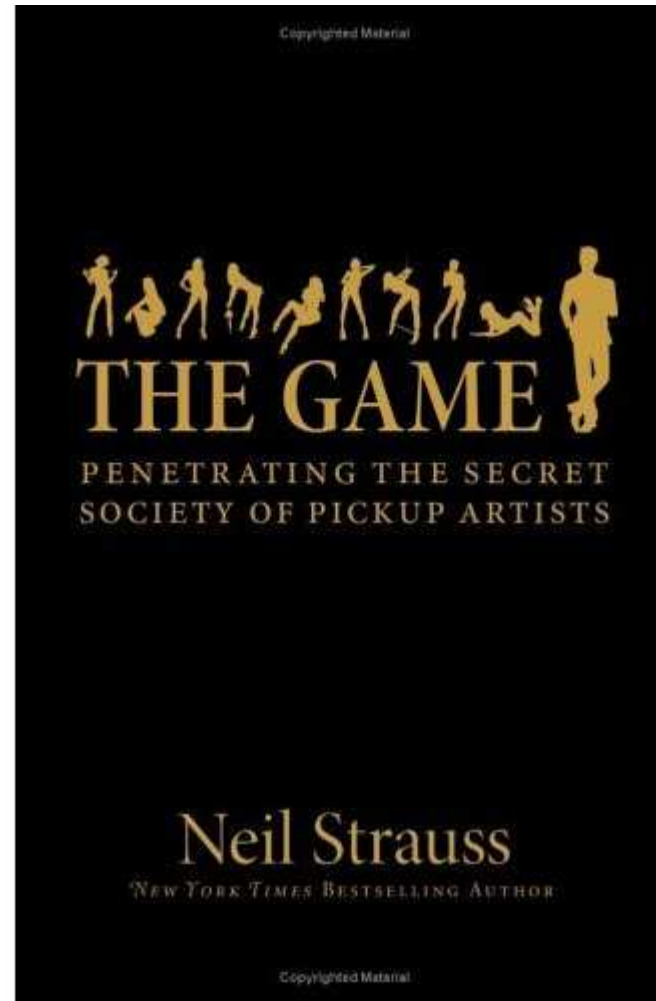
Holistic Process integrating marketing with writing

### A. Layout , Look and Feel: “The Game”

- Binding
- Feel
- Margins
- Typesetting

# Model Book A

- Binding
- Feel
- Margins
- Typesetting



# Step 4: Choose a Model Book

## B. Marketing and Style: “The Four Hour Work Week” by Timothy Ferriss

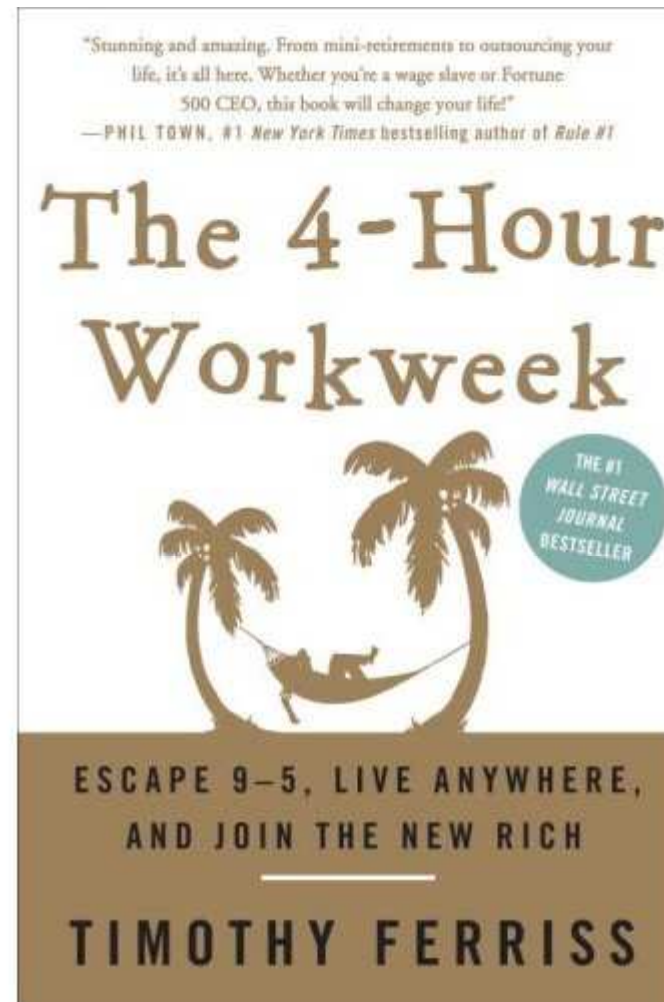
- Hardcover – want the book to be valued and kept
- Very strong on marketing to blogs and new media
- Written in a similar style of how-to, with previous experience
- ‘break all the rules’ style that appeals to demographic audience
- Written simply in an advice style given resources

## C. Other Elements

- Style: Can’t teach entrepreneurship -> story can be told thru allegory and by example

## Model Book b

- Marketing
- Writing Style
- Format
- Tone



# Model Book Website: “The 4 Hour Work Week”

The screenshot shows the homepage of Timothy Ferriss's website for his book "The 4-Hour Workweek". At the top, it features logos for various media outlets: "In the news: NBC, WIRED, CNN, FORTUNE SMALL BUSINESS, Outside, ESTCOMPANY, USA TODAY". The author's name "TIMOTHY FERRISS" is prominently displayed in large, bold letters. Below the name is a navigation menu with links for HOME, AUTHOR, BOOK, RESOURCES, BLOG/CULTURE, MEDIA, and CONTACT. The "RESOURCES" link is highlighted, and a dropdown menu is open, listing: "The Truth - Stats & Research", "What's your LQ (Lifestyle Quotient)?", "Ideal Lifestyle Costing", "Round-The-World Trip Planner", "Reader-only Resources", "> Bonus Chapters", "> Tools & Tricks by Chapter", "> Articles & How-To", and "> Message Boards". On the left side, there is a large image of the book cover, which includes the text "#1 WSJ AND NEW YORK TIMES BESTSELLER", "The 4-Hour Workweek", "ESCAPE 9-5, LIVE ANYWHERE, AND JOIN THE NEW RICH", and "TIMOTHY FERRISS". A yellow starburst graphic says "START HERE!". Below the book cover is a sign-up form for a free "Lifestyle Design Fundamentals" video, with a text input field for "Enter Your E-mail Address" and a "GO!" button. On the right side, there is a quote from Phil Town: "3 and amazing. From mini- nts to outsourcing your life, ere. Whether you're a wage a Fortune 500 CEO, this book rge your life!" followed by "— Phil Town #1 New York Times Bestselling Author of Rule #1". Below the quote are two sections: "More Buzz & Reviews" and "Get the Book!", with links to Amazon, Barnes & Noble, 800-CEO-READ, and More Booksellers. The background of the website features a tropical beach scene with palm trees and a blue sky.

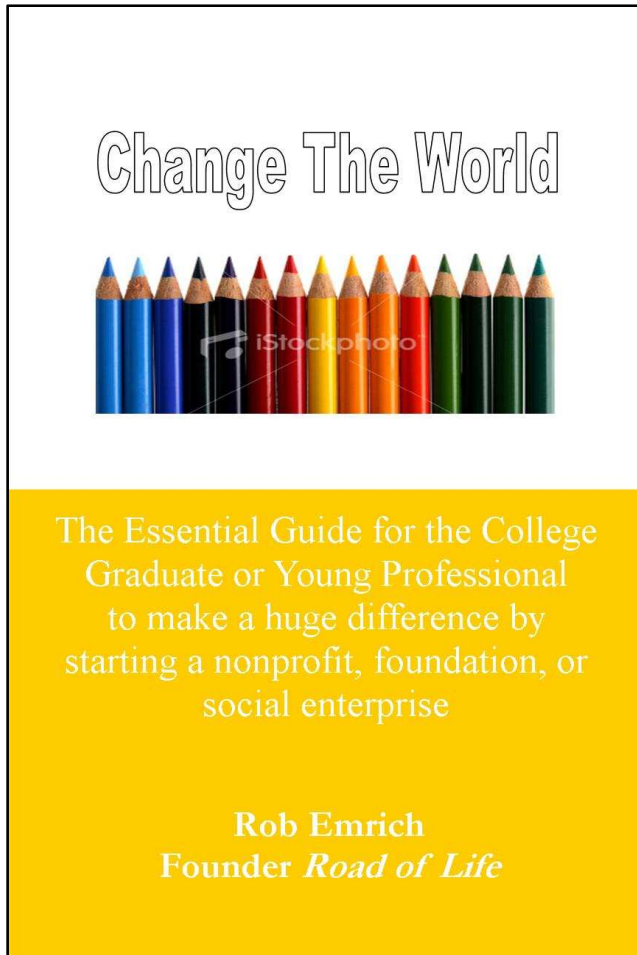
# Step 5: Select a Working Title

## Change the World

Using the New Tools of Social Entrepreneurship to Create Meaning in Your Life and Make a Real Difference \*

\*cited differently, but this is the idea.

# Step 6: Draft a Working Cover Copy



- Demy octavo size
- 8 $\frac{3}{4}$ " by 5 $\frac{5}{8}$
- Final Title will be determined by doing a Google adwords click-thru analysis

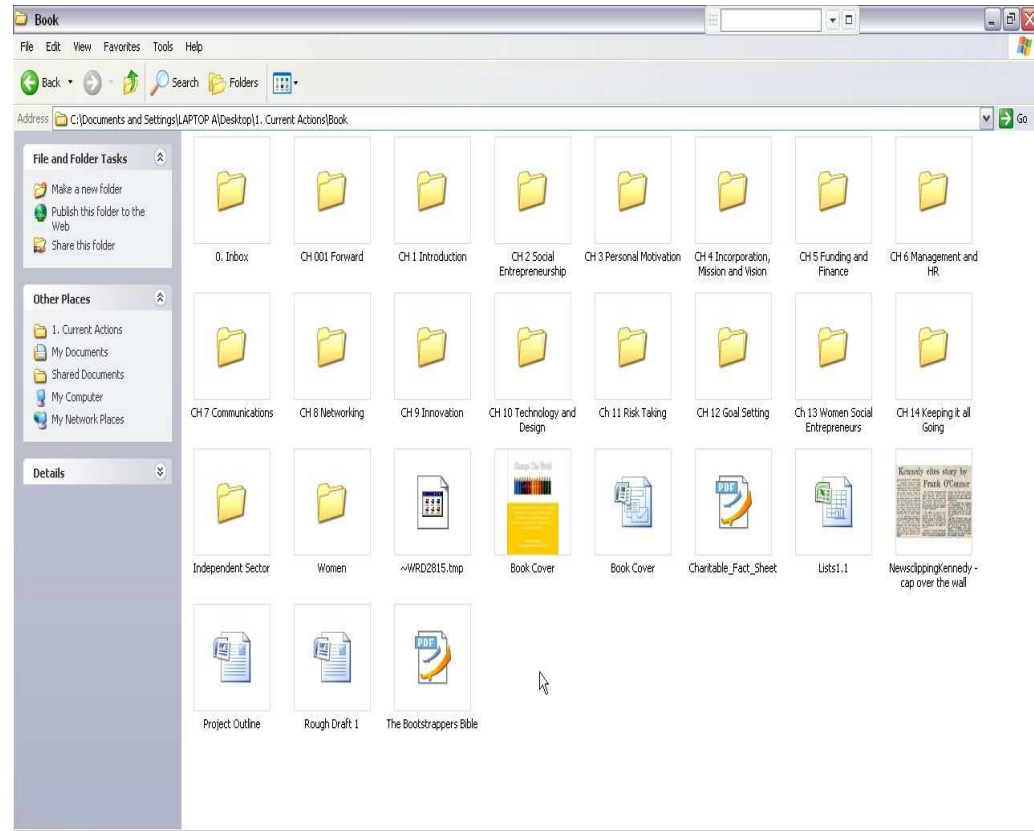
# Step 7: Set Up Your Binder

- “*Writing Nonfiction: Turning Thoughts into Books*” is a slightly antiquated based on technology available in late ‘90s
  - I adapted ‘Binder’ into
    1. Electronic
      - A. ‘Offline Laptop’
        - a) Folders of Chapters
        - b) Dictated Files (to be transcribed using Dragon Naturally Speaking 9 Preferred)
      - B. Online Resource Guide
    2. Paper Based Manila Folder System based on GTD



# Binder: Electronic Files

- Split up into Chapters
- Files of Interest get entered into Inbox then Moved to Appropriate Chapter Folder
- Files include:
  - Charts
  - Graphs
  - Online Articles
  - PDFs
  - Pictures
  - Electronically Entered Notes
  - Other Electronic Media

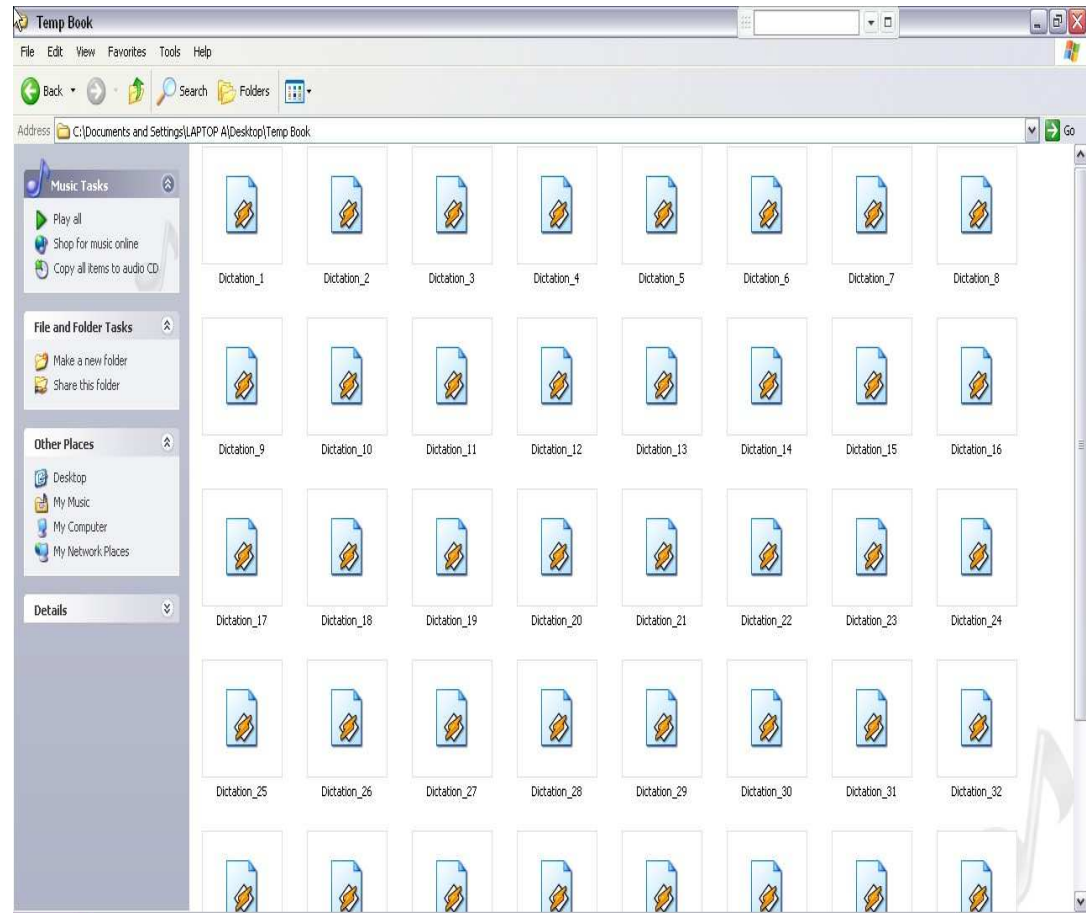


# Binder: Dictations and Interviews

- Phone and Flash  
Media Device

- To Be

Transcribed with  
Dragon Naturally  
Speaking 9  
Preferred



# Binder: Online Resource Guide

- Resources are added to ‘working draft’
- Then will be entered onto book website
- Website will be community driven and monitored by me.

5. Resource Guide
  - a. Books
    - i. [How to Change the World: Social Entrepreneurs and the Power of New Ideas, Updated Edition](#) - David Bornstein
    - ii. [Enterprising Nonprofits: A Toolkit for Social Entrepreneurs](#) – Greg Dees
    - iii. [Social Entrepreneurship: The Art of Mission-Based Venture Development](#) - Peter C. Brinckerhoff
  - b. Websites
    - i. Wikipedia - [http://en.wikipedia.org/wiki/Social\\_entrepreneurship](http://en.wikipedia.org/wiki/Social_entrepreneurship)
    - ii. The Skoll Foundation – <http://www.skollfoundation.org>

<http://www.fastcompany.com/social/2007/profiles/profile13.html> (7/26/07)



# Binder: Paper Files

- Printed Material
- Books
- Article clippings
- Written Scrap Notes

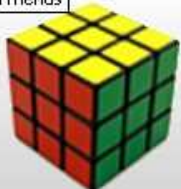


# Step 8: Setup Working Website and Blog

- Bought sehandbook.com and setup personal blog.
- Will post 2-3 topics per chapter on book associated blog and website.
- Book website will include a constantly updated web resource guide

# Website: SEHandbook.com

Share this page with friends



## The Social Entrepreneur's Handbook

*Aoccdmig to a rscheearch at an Elingsh uinervtisy, it deosn't mttae in waht oredr the lltteers in a wrod are, the olny iprmoeint tihng is taht frist and lsat ltteer is at the rghit pclae. The rset can be a toatl mses and you can sill raed it wouthit porbelm. Tihs is bcuseae we do not raed envey lteter by itslef but the wrod as a wlohe.*

Home Contact Us News Links Chapters

### Latest News

- Newsflash 2
- Newsflash 1
- Newsflash 3
- Example News Item 2
- Example News Item 4

### Popular

- Example News Item 4
- Example News Item 1
- Example News Item 2
- Welcome to Joomla!
- Example FAQ Item 2

### Home

## Welcome to Joomla!

Saturday, 12 June 2004

If you've read anything at all about Content Management Systems (CMS), you'll probably know at least three things: CMS are the most exciting way to do business, CMS can be really, I mean *really*, complicated and lastly Portals are absolutely, outrageously, often *unaffordably* expensive.

### Polls

**This Joomla! installation was ....**

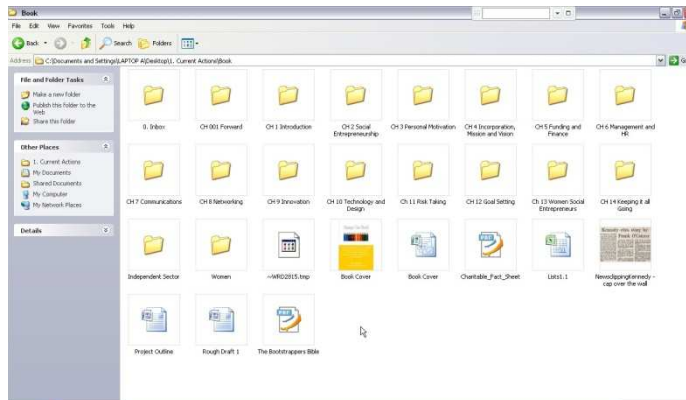
- Absolutely simple
- Reasonably easy
- Not straight-forward but I worked it out
- I had to install extra server stuff
- I had no idea and got my friend to do it
- My dog ran away with the README ...

# Blog: blog.robemrich.com



# Step 9. Assemble Research into Chapter Piles and Folders

- Combined with Binder Step



## 5. Resource Guide

- a. Books
  - i. [How to Change the World: Social Entrepreneurs and the Power of New Ideas, Updated Edition](#) - David Bornstein
  - ii. [Enterprising Nonprofits: A Toolkit for Social Entrepreneurs](#) – Greg Dees
  - iii. [Social Entrepreneurship: The Art of Mission-Based Venture Development](#) - Peter C. Brinckerhoff
- b. Websites
  - i. Wikipedia - [http://en.wikipedia.org/wiki/Social\\_entrepreneurship](http://en.wikipedia.org/wiki/Social_entrepreneurship)
  - ii. The Skoll Foundation – <http://www.skollfoundation.org>

<http://www.fastcompany.com/social/2007/profiles/profile13.html> (7/26/07)



# Step 10: Decision: Keyboard or Dictate

- Solution: Both
  - Typing using my off-line laptop
  - Dictating using by MP3 recorder and transcribing using Dragon Naturally Speaking 9 Preferred

# Step 11: Rough Draft

- The loose research and basic chapter ideas outline is here today

# Chapter Format

1. Main Thrust of Chapter
2. Important Points
3. Featured Social Entrepreneur
4. Tips, Tricks & Anecdotes
5. Resource Guide
  - a) Books
  - b) Websites

# Forward

- Why I Chose to Write this book
  - Humanistic Imperative
  - Resource Guide I never Had
  - Power of New Ideas, Unbridled Idealism, Naïve Passion of Young People
  - Inspire Others
- Thank You

# Chapter 1: Introduction

1. Main Thrust of Chapter
2. Important Points
  1. My Story
  2. Story of ROL
  3. Call to Action
3. Featured Social Entrepreneur
  1. Rob Emrich

# Chapter 1: Introduction

## 4. Tips, Tricks & Anecdotes

1. *“People are always blaming their circumstances for what they are. I don't believe in circumstances. The people who get on in this world are the people who get up and look for the circumstances they want, and, if they can't find them, make them.”* - George Bernard Shaw

## 5. Resource Guide

- a) Books - None
- b) Websites – <http://www.roadoflife.org>

# Chapter 1: Introduction

## 6. My Research to Date

### 1. Books & Articles

1. [The Cathedral Within: Transforming Your Life by Giving Something Back](#) – Bill Shore
2. [Revolution of the Heart](#) – Bill Shore

### 2. Websites

### 3. Interviews & In Person

- A. The First Nonprofit Congress

### 4. Multimedia

1. Harvard - Psych 1504 Online

# Chapter 2: Social Entrepreneurship

## 1. Main Thrust of Chapter

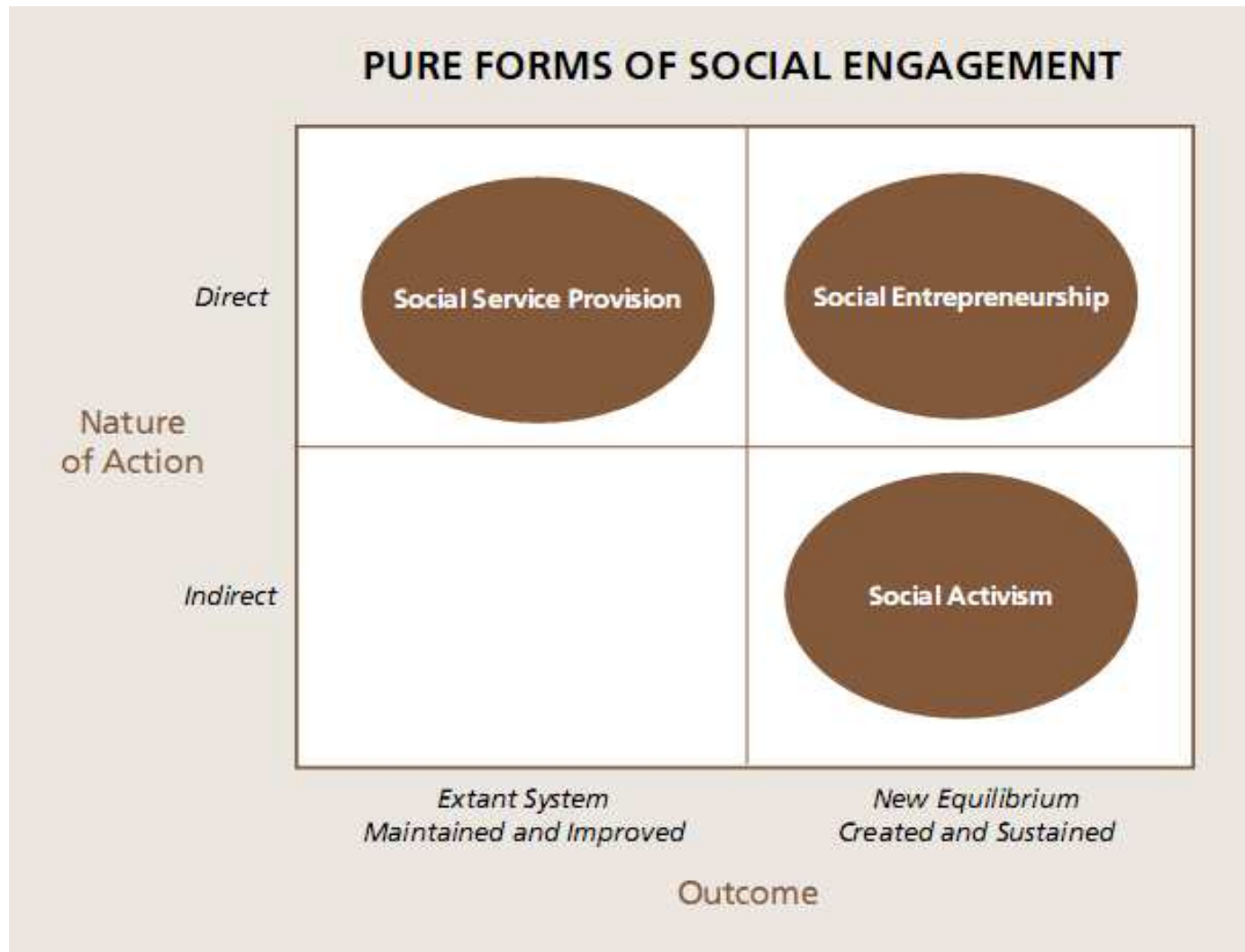
- A. This emerging field and the tools being developed provide an unprecedented opportunity to make a huge difference.
- B. Define SE
- C. Conditions for SE

## 2. Important Points

- A. SE is created by individuals, it is not a social movement
- B. It is based in 'the doing of things'
- C. Its doable by anyone, and particularly suited for young people
- D. It involves risk, both personal and professional



# Chapter 2: Social Entrepreneurship



# Chapter 2: Social Entrepreneurship

## 3. Featured Social Entrepreneur

A. Charles Best – Donors Choose

## 4. Tips, Tricks & Anecdotes

A. Story of ACS

B. Story of NHL Strike

# Chapter 2: Social Entrepreneurship

## 5. Resource Guide

### a) Books

- [How to Change the World: Social Entrepreneurs and the Power of New Ideas, Updated Edition](#) - David Bornstein
- [Enterprising Nonprofits: A Toolkit for Social Entrepreneurs](#) – Greg Dees
- [Social Entrepreneurship : The Art of Mission-Based Venture Development](#) - Peter C. Brinckerhoff

### b) Websites

- Wikipedia - [http://en.wikipedia.org/wiki/Social\\_entrepreneurship](http://en.wikipedia.org/wiki/Social_entrepreneurship)
- The Skoll Foundation – <http://www.skollfoundation.org>
- Ashoka – <http://www.ashoka.org/>
- Echoing Green - <http://www.echoinggreen.org/>
- The Schwab Foundation - <http://www.schwabfound.org/>
- Donors Choose – [www.donorschoose.org](http://www.donorschoose.org)

# Chapter 2: Social Entrepreneurship

## 6. My Research to Date

### 1. Books & Articles

1. [Enterprising Nonprofits: A Toolkit for Social Entrepreneurs](#) – Greg Dees
2. [Harvard Business Review on Nonprofits \(Harvard Business Review Paperback Series\)](#) by Harvard Business Review
3. Stanford Innovation Review
4. Fast Company SE Awards

### 2. Websites

1. The Schwab Foundation - <http://www.schwabfound.org/>
2. Echoing Green - <http://www.echoinggreen.org/>
3. The Skoll Foundation – <http://www.skollfoundation.org>

### 3. Interviews & In Person

- A. Tom Suddes

### 4. Multimedia

1. Larry Lessig Lecture

# Chapter 3: Personal Motivation

## 1. Main Thrust of Chapter

- A. Motivation for Entrepreneurship Can't Really be Taught
- B. Good reasons to start an SE
- C. Bad Reasons to Start an SE

## 2. Important Points

- A. Some people usually wait until everything is perfect. Don't!

## 3. Featured Social Entrepreneur

- 1. Mohamed Yunus – The Grameen Bank – Nobel Peace Prize Winner

# Chapter 3: Personal Motivation

## 4. Tips, Tricks & Anecdotes

A. Burn your Ships

B. Cap over the Wall

C. Stand Up Desk

D. Motivate yourself in any way possible

# Chapter 3: Personal Motivation

## 5. Resource Guide

### a) Books

- a) [The Power of Full Engagement: Managing Energy, Not Time, Is the Key to High Performance and Personal Renewal](#) by Jim Loehr and Tony Schwartz

### b) Websites

- a) [www.dosomething.org](http://www.dosomething.org)

# Chapter 3: Personal Motivation

## 6. My Research to Date

### 1. Books & Articles

- a) [The Power of Full Engagement: Managing Energy, Not Time, Is the Key to High Performance and Personal Renewal](#) by Jim Loehr and Tony Schwartz

### 2. Websites

1. [www.dosomething.org](http://www.dosomething.org)

### 3. Interviews & In Person

### 4. Multimedia

1. Harvard - Psych 1504 Online



# Chapter 4: Mission, Vision, Incorporation

1. Main Thrust of Chapter
  1. Draft Business Plan
  2. Incorporate
2. Important Points
  1. Clear Vision
3. Featured Social Entrepreneur
  1. Wilson Jones
4. Tips, Tricks & Anecdotes
  1. See RD

# Chapter 4: Mission, Vision, Incorporation

## 5. Resource Guide

### a) Books

- [How to Form a Nonprofit Corporation \(book w/ CD-Rom\)](#) – Anthony Mancuso
- [Starting & Building a Nonprofit: A Practical Guide](#) by Peri Pakroo
- [The Art of the Start: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything](#) by Guy Kawasaki

### b) Websites

- <http://www.craigslistfoundation.org/>
- [www.boardsource.org](http://www.boardsource.org)

# Chapter 4: Incorporation, Mission and Vision

## 6. My Research to Date

### 1. Books & Articles

- [How to Form a Nonprofit Corporation \(book w/ CD-Rom\)](#) – Anthony Mancuso
- [How to Form a California Nonprofit Corporation \(book w/ CD-Rom\)](#) – Anthony Mancuso

### 2. Websites

1. IRS.gov

### 3. Interviews & In Person

- A. Wilson Jones – Former CEO of BoardSource

### 4. Multimedia

# Chapter 5: Funding and Finance

## 1. Main Thrust of Chapter

- Number of Different sources to raise money from
  - Private
  - Foundations Community Foundations
  - Government
  - Special Events
  - Finances

## 2. Important Points

1. No Money no Mission
2. Money Management
3. Focus on Individual Giving

# Chapter 5: Funding and Finance

## 3. Featured Social Entrepreneur

1. Tom Suddes

## 4. Tips, Tricks & Anecdotes

1. Comparison of Corporate Giving to individual giving

## 5. Resource Guide

### a) Books

- The For Impact Manifesto” Tom Suddes
- [Zig Ziglar's Secrets of Closing the Sale](#) by Zig Ziglar
- [5 Steps To Successful Selling](#) by Zig Ziglar

### b) Websites

- a) [www.forimpact.org](http://www.forimpact.org)

# Chapter 5: Funding and Finance

## 6. My Research to Date

### 1. Books & Articles

- The For Impact Manifesto Tom Suddes
- [Zig Ziglar's Secrets of Closing the Sale](#) by Zig Ziglar
- [5 Steps To Successful Selling](#) by Zig Ziglar

### 2. Websites

1. [www.forimpact.org](http://www.forimpact.org)
2. [www.fdncenter.org](http://www.fdncenter.org)

### 3. Interviews & In Person

- A. Tom Suddes
- B. Jim Luck

### 4. Multimedia

# Chapter 6: Management and HR

## 1. Main Thrust of Chapter

1. Good Management is Hard and Takes A lot of Time

## 2. Important Points

1. See RD

## 3. Featured Social Entrepreneur

1. Wendy Kopp

## 4. Tips, Tricks & Anecdotes

1. Outsourcing Experiment

# Chapter 6: Management and HR

## 1. Resource Guide

### a) Books

- **The One Minute Manager** [Kenneth Blanchard](#) , [Spencer Johnson](#)
- [The Leadership Challenge, 4th Edition](#) by James M. Kouzes and Barry Z. Posner

### b) Websites

- Outsourcing
  - [www.getfriday.com](http://www.getfriday.com)
  - [www.brickworkindia.com](http://www.brickworkindia.com)
- HR
  - [www.idealists.org](http://www.idealists.org)
  - [www.skollfoundaiton.org/jobs](http://www.skollfoundaiton.org/jobs)
  - [www.craigslist.com](http://www.craigslist.com)



# Chapter 6: Management and HR

## 6. My Research to Date

### 1. Books & Articles

- **Good to Great – Jim Collins**
- **Good to Great for the Social Sectors – Jim Collins**
- **The One Minute Manager** [Kenneth Blanchard](#) , [Spencer Johnson](#)
- [The Leadership Challenge, 4th Edition](#) by James M. Kouzes and Barry Z. Posner

### 2. Websites

1. [www.skollfoundation.org](http://www.skollfoundation.org)

### 3. Interviews & In Person

- A. The First Nonprofit Congress

### 4. Multimedia

1. Harvard - Psych 1504 Online

# Chapter 7: Communications

1. Main Thrust of Chapter
  1. Communications and PR lead to Impact
  2. Positioning and Branding is Essential
2. Important Points
  1. Talk, talk, talk
  2. Find 'the Hook'
3. Featured Social Entrepreneur
  1. None

# Chapter 7: Communications

## 1. Tips, Tricks & Anecdotes

### 1. Call Reporter

## 2. Resource Guide

### a) Books

- All Marketers are Liars – Seth Godin
- The Purple Cow – Seth Godin
- [Duct Tape Marketing: The World's Most Practical Small Business Marketing Guide](#) - John Jantsh
- The Tipping Point – Malcom Gladwell
- [Guerrilla Marketing, 4th edition: Easy and Inexpensive Strategies for Making Big Profits from Your Small Business](#) by Jay Conrad Levinson

### b) Websites

- Duct Tape Marketing - <http://www.ducttapemarketing.com/blog/>
- PRWEB - [www.prweb.com](http://www.prweb.com)

# Chapter 7: Communications

## 6. My Research to Date

### 1. Books & Articles

- All Marketers are Liars – Seth Godin
- The Purple Cow – Seth Godin
- The Tipping Point – Malcom Gladwell

### 2. Websites

### 3. Interviews & In Person

- A. Artie Isaac

### 4. Multimedia

# Chapter 8: Networking

## 1. Main Thrust of Chapter

1. See RD

## 2. Important Points

1. Image isn't everything but it matter a lot (more than it should)

## 3. Featured Social Entrepreneur

1. Jonathan Abrams – Founder of Friendster

## 4. Tips, Tricks & Anecdotes

- Quote: “Dress British, Think Yiddish” Lou Wasserman
- Tip: Buying and Wearing a Suit

# Chapter 8: Networking

## 5. Resource Guide

### a) Books

- [Never Eat Alone: And Other Secrets to Success, One Relationship at a Time](#) by Keith Ferrazzi and Tahl RazWebsites
- [Blink: The Power of Thinking Without Thinking](#) by Malcolm Gladwell

### b) Websites

- a) [www.linkedin.com](http://www.linkedin.com)
- b) [www.friendster.com](http://www.friendster.com)
- c) [www.facebook.com](http://www.facebook.com)
- d) [www.myspace.com](http://www.myspace.com)

# Chapter 8: Networking

## 6. My Research to Date

### 1. Books & Articles

- [Never Eat Alone: And Other Secrets to Success, One Relationship at a Time](#) by Keith Ferrazzi and Tahl Raz
- [Blink: The Power of Thinking Without Thinking](#) by Malcolm Gladwell

### 2. Websites

### 3. Interviews & In Person

- A. Jonathan Abrams – Founder of Friendster and the Web 2.0 Movement

### 4. Multimedia

# Chapter 9: Innovation

1. Main Thrust of Chapter
  1. Innovation distinguishes SE for Social Service Provision
2. Important Points
  1. Best Practice Fallacy
3. Featured Social Entrepreneur
  1. [Matt Flannery | Co-Founder and CEO - Kiva.org](#)
4. Tips, Tricks & Anecdotes
  1. *If you want to increase your success rate, double your failure rate.*  
Thomas Watson
5. Resource Guide
  - a) Books
  - b) Websites
    - Leader to Leader Institute – Formerly Peter F. Drucker Foundation
    - <http://news.gilbert.org/>



# Chapter 9: Innovation

## 6. My Research to Date

1. Books & Articles
2. Websites
  1. Kiva.org
  2. Wikipedia
3. Interviews & In Person
4. Multimedia

# Chapter 10: Technology & Design

## 1. Main Thrust of Chapter

- This book could really be about the convergence of SE and widely available technology and the resulting empowerment of the individual
- Technology in the office is not a net time saver, it is a lever to accomplish more, faster, and easier, but brings its own challenges

## 2. Important Points

1. Open Source Movement and What it Means for Nonprofits

# Chapter 10: Technology & Design

## 2. Featured Social Entrepreneur

1. Scott McNealy – Sun Microsystems and Curriki

## 3. Tips, Tricks & Anecdotes

- Open Source Software
  - Ubuntu
- Salesforce.com – Lease your software
- Tech Soup Stock – Free software and hardware for nonprofits
- Network for Good – Credit Card Processing for Nonprofits

# Chapter 10: Technology & Design

## 1. Resource Guide

### a) Books

- a) The World is Flat – Thomas Friedman

### b) Websites

- Techsoup - <http://www.techsoup.org/>
- Open Source Software
  - <http://osswin.sourceforge.net/>
  - <http://www.opensourcewindows.org/>
  - [www.ubuntu.org](http://www.ubuntu.org)
  - [www.joomla.org](http://www.joomla.org)
- Cool Websites not to be without
  - <http://www.technorati.com/>
  - <http://www.flickr.com/>
  - [www.del.icio.us](http://www.del.icio.us)
  - [www.download.com](http://www.download.com)
  - [www.cnet.com](http://www.cnet.com)
  - [www.filehippo.com](http://www.filehippo.com)
- Nonprofit Sites
  - [www.networkforgood.org](http://www.networkforgood.org)
  - [www.guidestar.org](http://www.guidestar.org)

# Chapter 10: Technology & Design

## 6. My Research to Date

### 1. Books & Articles

1. The World is Flat – Thomas Friedman

### 2. Interviews & In Person

- A. The First Nonprofit Congress

### 3. Multimedia

1. Revolution OS

# Chapter 10: Technology & Design

## 1. Websites

- Techsoup - <http://www.techsoup.org/>
- Open Source Software
  - <http://osswin.sourceforge.net/>
  - <http://www.opensourcewindows.org/>
  - [www.ubuntu.org](http://www.ubuntu.org)
  - [www.joomla.org](http://www.joomla.org)
  - [www.creativecommons.org](http://www.creativecommons.org)

# Chapter 10: Technology & Design

## 1. Websites

- Cool Websites not to be without
  - <http://www.technorati.com/>
  - <http://www.flickr.com/>
  - [www.del.icio.us](http://www.del.icio.us)
  - [www.download.com](http://www.download.com)
  - [www.cnet.com](http://www.cnet.com)
  - [www.filehippo.com](http://www.filehippo.com)
  - [www.digg.com](http://www.digg.com)
- Nonprofit Sites
  - [www.networkforgood.org](http://www.networkforgood.org)
  - [www.guidestar.org](http://www.guidestar.org)

# Chapter 11: Risk Taking

## 1. Main Thrust of Chapter

- Risk Taking for SE is absolutely essential, in fact it is what differentiates it from social service provision

## 2. Important Points

- risk is inherent to entrepreneurial activities
- most people, who are successful in their 'business pursuits' check out their passion and guts at the door to the board room



# Chapter 11: Risk Taking

## 3. Featured Social Entrepreneur

1. None

## 4. Tips, Tricks & Anecdotes

1. See RD

## 5. Resource Guide

- a) Books
- b) Websites

# Chapter 11: Risk Taking

## 6. My Research to Date

1. Books & Articles
2. Websites
3. Interviews & In Person
4. Multimedia

# Chapter 12: Goal Setting

## 1. Main Thrust of Chapter

- Strategic Planning
- Measuring Outcomes
- Coping is Key to growth

## 2. Important Points

- Demonstrating Impact s key to virtue cycle
- The proper role of a long term goal is to liberate us to enjoy the here and now – Tal Ben Shahar

# Chapter 12: Goal Setting

## 1. Tips, Tricks & Anecdotes

1. Roger Bannister

## 2. Resource Guide

- a) Books

- b) Websites

# Chapter 12: Goal Setting

## 6. My Research to Date

### 1. Books & Articles

1. The Question of Happiness – Tal Ben-Shahar

### 2. Websites

### 3. Interviews & In Person

### 4. Multimedia

# Chapter 13: Women Social Entrepreneurs

1. Main Thrust of Chapter
2. Important Points
3. Featured Social Entrepreneur
  1. Pamela Davis
4. Tips, Tricks & Anecdotes
5. Resource Guide
  - a) Books
  - b) Websites

# Chapter 13: Women Social Entrepreneurs

## 6. My Research to Date

1. Books & Articles
2. Websites
3. Interviews & In Person
  - A. Pamela Davis
4. Multimedia

# Chapter 14: Keeping it all Going

## 1. Main Thrust of Chapter

1. SE takes too much time to have a normal life, its critical to not burn out and here are some ways to make sure your pursuit sustainable, without you there is no SE so keep yourself going.

## 2. Important Points

1. Mind Body Connection
2. Emotional Health and Where your work fits in
  1. Positive Psychology
3. Personal organization
  1. GTD



# Chapter 14: Keeping it all Going

## 3. Featured Social Entrepreneur

1. None

## 4. Tips, Tricks & Anecdotes

1. Sharpen the Saw

## 5. Resource Guide

- a) Books

- b) Websites

# Chapter 14: Keeping it all Going

## 5. Resource Guide

### a) Books

- Getting Things Done: the Art of Stress Free Productivity – David Allen
- Ready for Anything – David Allen
- Learned Optimism – Martin Seligman
- Body for Life- Bill Phillips

# Chapter 14: Keeping it all Going

## 5. Resource Guide

### a) Websites

- GTD
  - <http://www.43folders.com/>
  - <http://www.lifehacker.com/>
  - <http://www.realsimple.com/>
  - [www.davidallenco.com](http://www.davidallenco.com)
- Fitness
  - <http://www.hussmanfitness.org/>
  - [http://www.uwlax.edu/strengthcenter/videos/video\\_index.htm](http://www.uwlax.edu/strengthcenter/videos/video_index.htm)
- Healthy Eating an Living
  - [Wiredberries - The Network for Healthy Living](#)
  - <http://www.marksdailyapple.com/>
- Positive Psych
  - [www.authentic happiness.sas.upenn.edu/](http://www.authentic happiness.sas.upenn.edu/)

# Chapter 14: Keeping it all Going

## 6. My Research to Date

### 1. Books & Articles

- CrazyBusy - Overstretched, Overbooked and About to Snap! Strategies for Coping in a World Gone ADD  
Edward Hallowell
- Getting Things Done: the Art of Stress Free Productivity  
– David Allen
- Ready for Anything – David Allen
- Learned Optimism – Martin Seligman
- Body for Life- Bill Phillips
- Eat Drink and Be Healthy – Walter C Willet

# Chapter 14: Keeping it all Going

## 6. My Research to Date

### 1. Websites

- Personal Organization / GTD
  - <http://www.43folders.com/>
  - <http://www.lifehacker.com/>
  - <http://www.realsimple.com/>
  - [www.davidallenco.com](http://www.davidallenco.com)
- Fitness
  - <http://www.hussmanfitness.org/>
  - [http://www.uwlax.edu/strengthcenter/videos/video\\_index.htm](http://www.uwlax.edu/strengthcenter/videos/video_index.htm)
- Healthy Eating an Living
  - [Wiredberries - The Network for Healthy Living](http://www.wiredberries.com)
  - <http://www.marksdailyapple.com/>
- Positive Psychology
  - [www.authentic happiness.sas.upenn.edu/](http://www.authentic happiness.sas.upenn.edu/)

# Chapter 14: Keeping it all Going

## 6. My Research to Date

### 1. Interviews & In Person

A. Edward Hallowell, MD

### 2. Multimedia

1. Harvard - Psych 1504 Online

# Chapter 15: A Call to Action

Passionate call to action