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Finding a Place for Your Passion

No-Pay MBA Workshop November 15, 2015

How did I find my own passion?

- ▶ My Ecosystem
 - A few ugly childhood moments
 - San Francisco State University
 - Literature + Sustainability
 - Crowdfunding
 - The dawning of B Corps
 - No-Pay MBA, social media, lifelong friendships

- ▶ Social Innovation Search
 - Armchair activists need a project that is easy to get involved in.
 - Storytellers need someone to hear their voices.
 - ▶ I'm the Ideator in the Middle!
 - Solution: Build a platform to match up powerful stories with social activism.

So... What is on your Passion Map?

- ▶ Identifying the Ecosystem
 - ► Key Players/Events
 - Anchor Institutions
 - ► Seed Capital
 - ► Public Policy
 - Collaboration Opportunities

- ▶ Social Innovation Search
 - What needs does the region have?
 - Who can meet them?
 - ▶ How is this accomplished?
 - How is this search approached systematically?

➤ A Case of Chicken and Egg?

Let's Talk Examples...

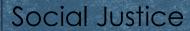
Case Study: The Flyways

Turning Ideas into Business

Love of Literature



All the Chaos



Work/Life Balance

Creative Impulses

Mind Mapping

Learning to cluster the chaos

Finding a central business concept and structure

The Flyways

Idea Mapping

Time to get up and deepen your impact...

Locate yourself on the Map

- Find others interested in your ideas
- Discover the partnerships
- ▶ Identify the opportunities
- Discuss the possibilities

Create Social Innovation

- ▶ Develop your passion
- ➤ Think outside the box
- Meet multiple needs in creative ways by approaching issues systematically

EVERY SOCIAL INJUSTICE IS NOT ONLY CRUEL, BUT IT IS ECONOMIC WASTE.

Questions & Discussion