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Finding a Place for Your Passion

No-Pay MBA Workshop
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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



Social Justice

Work/Life Balance

Creative Impulses

Mind Mapping

Learning to cluster the chaos

Idea Mapping

Finding a central business concept and structure

The Flyways



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*

Questions & Discussion

