Three Strategies for Researching and Promoting Social Entrepreneurship

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Three Strategies for Researching and Promoting Social Entrepreneurship

Shiell: Leveraging an Ethics Center
Lui: Conducting and Applying Research
Fenton: Course Implementation

Not Mutually Exclusive!
Strategy 1: Leveraging Ethics Center UW-Stout

- Curriculum development,
- Professional development, and
- Outreach

providing (a) all graduates with a substantive ethics experience and (b) an active schedule of events promoting ethical discussion and conduct in the university, community and region.
Strategy 1: Leveraging Ethics Center Faculty Specific

Tim’s Ethics Matrix

Rules or Principles
- Laws, Moral principles, Laws
- Institutional rules
- Code of Conduct, etc

Motive → Act or Person → Consequences
- Gold/Silver Rule: to self
- Publicity Rule: to others
- Grandma Rule: to institutions
- Kant’s Three Tests: to nature
- Other: other

Virtues and Vices
Classical Greek Cardinal Virtues
- Buddhist Eightfold Path
- The Seven Christian Virtues
- Other
Kat’s journey...

PWD- persons with disabilities
Drayton – Ashoka
FGU - Fielding Graduate University
Highlander Research & Education Center
Social entrepreneurs are not content just to give a fish, or teach how to fish. They will not rest until they have revolutionized the fishing industry."

Bill Drayton Founder and CEO of Ashoka
Research Level

Endowed Chair: People Process Culture
First Australasian Business Ethics Network
Conference (Auckland University of Technology, December 2011)
- Business Ethics: Expectations and Disappointments
  • ‘to support research work on questions that are politically topical, challenging and strongly grounded theoretically’
    “Ethics Education, Values in Business, and Polytechnic Universities”
Objectives

• To explore ethics content and pedagogy in business schools in polytech settings
• To evaluate the business ethics literature for values-centered leadership and virtue ethics frameworks
• To make recommendations for future business ethics curriculum based on values-centered leadership and virtue ethics
Values-Centered Leadership

- Soul of an organization
- Sustained performance & employee engagement
- Social entrepreneur (B. Drayton)
  - Change the world!
  - Engineers not poets
  - Attentive listeners
  - Highly realistic
  - Ability to move people
  - Give at the highest level
Content (What?)

- Hartigan & Elkington – “The Power of Unreasonable People”
  - Lessons for tomorrow’s leaders
  - Focus on scalable, entrepreneurial solutions
  - Tackle apparently insoluble problems
  - Prepare to fail & learn from it
  - Experiment with new business models
  - Close the pay gap
  - Join forces
Bold Notion

- Common curriculum...
- Social entrepreneurial experience for all business students...
Greed...is not the aim of most entrepreneurs!
Social Entrepreneurship

• Who are Social Entrepreneurs
  – Societal Change Makers
  – Want to make a difference to improve the lives of others.
  – Foundations
  – Innovators working to solve societies problems locally, nationally, or globally.
  – Philanthropic
  – Realistic
  – Combines the characteristics represented by Richard Branson and Mother Teresa. (Schwab Foundation)
  – Everyday People
Major Supporters of Social Entrepreneurship Education: Sources for Entrepreneurship Instructors

- **ASHOKA**
- **Schwab Foundation**
- **The New Heroes**
- **Skoll Foundation**
- **CASE (Duke University)**
- Many, many more.
What I do in My Class

• Sustainable Solar Sanitation System

• mobiLIFE

• Portable Shower: Ducha Halo
  • [http://www.youtube.com/watch?v=GLbKddzgqzQ&feature=player_embedded](http://www.youtube.com/watch?v=GLbKddzgqzQ&feature=player_embedded)

NCIIA 2011 Open Minds
Capstone Experience in Entrepreneurship

• It is not always about getting rich quick!
• 3 Weeks into the course. Business Plan Assigned.
• Concept Statements Assigned
• Choice: Innovative, Social, Service, Product, Combination.
• Concepts of salary substitute, life style, and innovativeness are introduced.
• Since fall 2010, 1/4 of business plans incorporate social entrepreneurship!
Capstone Experience in Entrepreneurship

- Completed Social Entrepreneurship Products
  - Energy Savers
  - Concept Treads
  - Dunn County Family Ice Center
  - Eco Suites
  - A Brighter Shade of Green
Social Entrepreneurship

• Please join me during Concurrent Session V on Friday to learn more about Social Entrepreneurship as part of a capstone course.

• To get access to recent student projects related to social entrepreneurship, please e-mail Mark Fenton (fentonm@uwstout.edu)

• Questions?