



ASYNCHRONOUS: LAUNCHES OCTOBER 19TH
LIVE COURSE: LAUNCHES WEEK OF OCTOBER 26TH

OVERVIEW

**social
entrepreneurU**
changemaking made simpler

 **National
Peace Corps
Association**

 **Columbia Business School**
AT THE VERY CENTER OF BUSINESS™

VENTURE FOR ALL®

This is a new asynchronous and live course being offered at a discounted cost and with scholarships for Returned Peace Corps Volunteers through a collaboration between [The National Peace Corps Association](#), [Social EntrepreneurU](#) and [Columbia Business School Venture for All](#)®.

The course focuses on providing participants with a unique global citizenship approach to social innovation design. Participants are provided with all of the insights, tools and resources to build the pathway from idea to implementation to scaling. As a central component of this course, we've curated a global collection of the most compelling [solutions journalism stories](#) (mini cases) about innovation led by stakeholders from the social, private, government, and education sectors, amongst others. We leverage these stories to share catalytic strategies and tactics that we've learned from 20+ years of experience to help in the ideation process. Our goal is to provide participants with everything needed to build empathetic and empowering social innovations no matter the current stage in the process.

Participants who complete the requisite number of reflections receive a **"Certificate of Completion"** from [Columbia Business School Venture for All](#)®.

WHO'S THIS FOR?

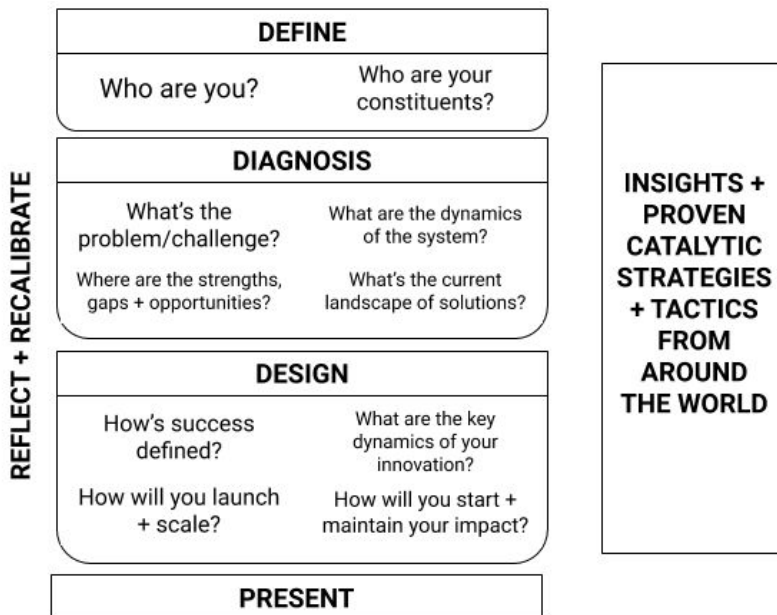
This course is designed to support social innovation design work for RPCV's working in any field. If you answer "yes" to any of the following questions, this course should be of great value.

- Do you have an idea and want to learn how to move from inspiration from practical application?
- Have you already started in the social innovation design process and want to gain access to methodologies, tools, resources and insights to help you have a better chance for success?
- Do you already have a social innovation but feel the need to modify, improve and/or accelerate?
- Do you want to teach people you support and provide them with tools and resources for their own social innovation design purposes?
- Do you simply want to learn the social innovation design process and gain access to tools and resources to use in the future?

COURSE STRUCTURE

The course content is the same for both the asynchronous and live courses. The course is designed in a modular fashion.

The live course is taught **over 6 weeks during two, two-hour sessions per over Zoom with extensive use of breakout rooms/teamwork**. The asynchronous course is to be **completed within 12 weeks**. This is a **go-at-your-own pace** course.



After the "Course Introduction" module that explains the who, what, when, where and why, participants move on to the "Foundational Module: Social Entrepreneurship: The Essentials." Participants then learn the social innovation design framework.

Following this, participants work through the definition, diagnosis, design and presentation phases. Along with lessons and insights during each phase, participants access and work with over 35 "Changemaking Frameworks." These are interactive exercises. This includes continuous reflection and recalibration given the iterative nature of the process.

In addition, participants continually pause for "Ideation and Inspiration Sparks." These modules include catalytic strategies and tactics which are defined and then demonstrated through 45+ social innovation stories (mini cases) from around the world. The course concludes with a short presentation of participants' social innovation designs.

This course is pass/fail. A brief summary of participant reflections and insights are checked at the end of each step in the design phase along with the final presentation.

DETAILED SYLLABUS

PRE WORK + WEEK ONE

COURSE INTRODUCTION

This section includes an overview of the course and syllabus, instructions on how to navigate the course as well as some preparatory readings and exercises.

FOUNDATIONAL MODULE: SOCIAL ENTREPRENEURSHIP UNPACKED

In this module we'll unpack the definition and some of the core components of social entrepreneurship.

- **Social Entrepreneurship: A definition**
- **The means and ends: The 2 E's**
 - Put empathy in action
 - Add value in the empowerment equation
- **Find your Innovation Trintabs**

YOUR SOCIAL INNOVATION DESIGN FRAMEWORK

In this module participants will learn the overall social innovation design framework for the course. This provides the structure for the social innovation design process.

IDEATION + INSPIRATION SPARKS

In this module, participants will have the opportunity to learn catalytic strategies and tactics that can be practically applied. Mini case studies of social innovations from around the world have been curated to demonstrate these strategies and tactics in action.

Catalytic Strategy: Empower the most affected as the drivers

- **Description**
- **Catalytic Tactics:**
 - Break down the construct
 - Imagine yourself first
 - Empower a sense of ownership
- **Mini Case Examples:**
 - [When Families Lead Themselves Out of Poverty](#)
 - [Guiding Families to a Fair Day in Court](#)
- **Your turn**
- **Reflections and insights**

Catalytic Strategy: Look for simple

- **Description**
- **Catalytic Tactics:**
 - Work down
 - Pick your actionable spot
 - Work with what you've got
- **Mini Case Examples:**
 - [Schools Find a New Way to Combat Student Absences: Washing Machines](#)

- [Assisting the Poor to Make Bail Helps Everyone](#)

- **Your turn**
- **Reflections and insights**

Catalytic Strategy: Remove the obstacles

- **Description**
- **Catalytic Tactics:**
 - Build a curb cut
 - Make the invisible visible
 - Move to NEXT!
- **Mini Case Examples:**
 - [Africa's quiet solar revolution](#)
 - [Inclusion health: an Irish answer to the homelessness crisis](#)
- **Your turn**
- **Reflections and insights**

Catalytic Strategy: Just do the opposite

- **Description**
- **Catalytic Tactics:**
 - Remove conditionality.
 - Block out the doubt
 - Put the last thing first
- **Mini Case Examples:**
 - [Treatment for Opioid Addiction, With No Strings Attached](#)
 - [No Background Check, Drug Test or Credit Check. You're Hired!](#)
- **Your turn**
- **Reflections and insights**

PHASE ONE: DEFINE

YOUR AND YOUR TEAM

- **Changemaking Frameworks**
 - Know your why
 - Know your core values
 - Know your team
 - Create your team manifesto
 - Know your capital mix
- **Reflect + recalibrate**

YOUR CONSTITUENTS

- **Changemaking Frameworks**
 - Empathy map
 - Constituent persona
 - Constituent capital mix
 - Constituent "How might we..."
- **Reflect + recalibrate**

WEEK TWO

IDEATION + INSPIRATION SPARKS

In this module, participants will have the opportunity to learn catalytic strategies and tactics that can be practically applied. Mini case studies of social innovations from around the world have been curated to demonstrate these strategies and tactics in action.

Catalytic Strategy: RE Purpose/direct/imagine

- **Description**
- **Catalytic Tactics:**
 - Find the right door
 - Look for glue
 - Avoid the Nirvana Fallacy
- **Mini Case Examples:**
 - [For Refugee Children, Reading Helps Heal Trauma](#)
 - [Entrepreneurship Provides New Hope for Former Prisoners](#)
- **Your turn**
- **Reflections and insights**

Catalytic Strategy: Search for strength where others see deficit

- **Description**
- **Catalytic Tactics:**
 - Name the elephant
 - Change the narrative
 - Focus on THRIVE
- **Mini Case Examples:**
 - [Question: How do we get black men involved in their communities? Answer: They already are.](#)
 - [Changing Employers' Perceptions, One Autistic Worker at a Time](#)
- **Your turn**
- **Reflections and insights**

Catalytic Strategy: Reimagine how you gather and use data

- **Description**
- **Catalytic Tactics:**
 - Zoom in and out
 - Search for signals
 - Embed feedback loops
- **Mini Case Examples:**
 - [A private sector 'productivity tool' to eliminate poverty is catching on around the world](#)
 - [Want To Reduce Suicides? Follow The Data – To Medical Offices, Motels And Even Animal Shelters](#)
- **Your turn**
- **Reflections and insights**

PHASE TWO: DIAGNOSE

THE PROBLEM/CHALLENGE

- **Changemaking Frameworks**
 - Journey map
 - Root cause analysis
 - Pains to features analysis
- **Reflect + recalibrate**

THE CONTEXT

- **Changemaking Frameworks**
 - Complex adaptive systems analysis
 - Systems deep dive
 - Systems component analysis
 - Empowerment analysis
 - Stakeholder power analysis
 - Problem prioritization analysis
- **Reflect + recalibrate**

WEEK THREE

IDEATION + INSPIRATION SPARKS

In this module, participants will have the opportunity to learn catalytic strategies and tactics that can be practically applied. Mini case studies of social innovations from around the world have been curated to demonstrate these strategies and tactics in action.

Catalytic Strategy: Leverage and/or create social capital +

- **Description**
- **Catalytic Tactics:**
 - Start with the universal
 - Do the one thing well
 - Create continuity
- **Mini Case Examples:**
 - [Walking Together for Health and Spirit](#)
 - [How a Nation Reconciles After Genocide Killed Nearly a Million People](#)
- **Your turn**
- **Reflections and insights**

Catalytic Strategy: Empower near peers

- **Description**
- **Catalytic Tactics:**
 - Prioritize prevention
 - Make the informal formal
 - Maximize touch points
- **Mini Case Examples:**
 - [Fighting Street Gun Violence as if It Were a Contagion](#)
 - [How transgender people in the South are helping each other get health care](#)
- **Your turn**
- **Reflections and insights**

Catalytic Strategy: Build a mutually symbiotic ecosystem

- **Description**
- **Catalytic Tactics:**
 - Start with one big WHY
 - Identify unrealized competencies
 - Expand the puzzle
- **Mini Case Examples:**

- [Colorado farmers can't get their food to the table. One startup wants to lend hands.](#)
- [This Turkish chef is fighting climate change with the help of Syrian refugees](#)
- **Your turn**
- **Reflections and insights**

PHASE THREE: DESIGN

THE PRIORITY FOCUS

- **Changemaking Frameworks**
 - Desired outcomes
 - Driver diagram
 - Pathway to catalytic impact
- **Reflect + recalibrate**

WEEK FOUR

IDEATION + INSPIRATION SPARKS

In this module, participants will have the opportunity to learn catalytic strategies and tactics that can be practically applied. Mini case studies of social innovations from around the world have been curated to demonstrate these strategies and tactics in action.

Catalytic Strategy: Deprofessionalize to scale

- **Description**
- **Catalytic Tactics:**
 - Work with the most proximate
 - Use self-selection
 - Nurture and encourage the growth of communities of practice
- **Mini Case Examples:**
 - [The Power to Cure, Multiplied](#)
 - [Desperate for Recruits, Police Consider Non-Citizens](#)
- **Your turn**
- **Reflections and insights**

Catalytic Strategy: Motivate what motivates

- **Description**
- **Catalytic Tactics:**
 - Try a new because
 - Work to align incentives
 - Use mile stones and mile markers
- **Mini Case Examples:**
 - [Cash for trees: Homegrown carbon offset program bears fruit](#)
 - [In Uganda, Threatened Chimps Find Protection in Former Poachers](#)
- **Your turn**
- **Reflections and insights**

Catalytic Strategy: Make one many

- **Description**
- **Catalytic Tactics:**

- Find the trusted
- Meet people where they already are
- Decentralize power
- **Mini Case Examples:**
 - [Door-knocking neighbors help avert home seizures in Detroit](#)
 - [Want Kids to Learn the Joy of Reading? Barbershops and Laundromats Can Help](#)
- **Your turn**
- **Reflections and insights**

PHASE THREE: DESIGN

YOUR SOCIAL INNOVATION

- **Changemaking Frameworks**
 - Financing analysis
 - Requirements and features analysis
 - Keys to innovation adoption
 - Communicating for change
 - Marketing mix analysis
 - Solution and market scaling analysis
 - Pricing strategies
 - Designing + aligning incentives
- **Reflect + recalibrate**

WEEK FIVE

IDEATION + INSPIRATION SPARKS

In this module, participants will have the opportunity to learn catalytic strategies and tactics that can be practically applied. Mini case studies of social innovations from around the world have been curated to demonstrate these strategies and tactics in action.

Catalytic Strategy: Design catalytic messaging and communication

- **Description**
- **Catalytic Tactics:**
 - Embrace irrationality
 - Use nudges
 - Test small
- **Mini Case Examples:**
 - [A simple combination of data and language tweaks is helping recruit more diverse police officers](#)
 - [Big in Bolivia: Zebras in the Streets](#)
- **Your turn**
- **Reflections and insights**

Catalytic Strategy: Ignite and harvest the power of many

- **Description**
- **Catalytic Tactics:**
 - Assume generosity
 - Find the common acute

- Empower teams of teams
- **Mini Case Examples:**
 - [Inside the Crowdfunded Charity Helping Refugees by Topping Up Their Phones](#)
 - [Black Lives Matter Is Making Single Moms Homeowners](#)
- **Your turn**
- **Reflections and insights**

PHASE THREE: DESIGN

IMPLEMENTATION + SCALING

- **Changemaking Frameworks**
 - Get to the innovation's essence
 - Know your beachhead
 - Implementation and scaling strategy design
 - Creating evaluation and feedback loops
 - Resource + financial analysis
- **Reflect + recalibrate**

WEEK SIX

PHASE FOUR: PRESENT

Participants will learn best practices and present their respective social innovation designs.

COST FOR RPCVs

Options	Cost
Live 6-Week Course (opportunity for 50% scholarship)	\$650
Asynchronous Options	
No CBSVFA Certificate	\$35
CBS VFA Certificate of Completion	
No feedback or advisory	\$110
Feedback on assignments	\$150
Feedback on assignments and up to three 45 minute advisory sessions during course	\$210
Feedback on assignments and up to three 45 minute advisory sessions during course + two 45 minute advisory sessions post course (within 2 months) and introduction to network/potential mentors	\$300

COURSE DESIGNER AND INSTRUCTOR

Greg Van Kirk (RPCV Guatemala '01-'03)

Greg is a social entrepreneur, consultant and educator. Over the course of 20 years he's worked with with a diverse variety of organizations, leaders and communities in the US, Canada, Mexico, Guatemala, El Salvador, Nicaragua, Colombia, Peru, Ecuador, Paraguay, Suriname, Brazil, Haiti, The Dominican Republic, Bosnia Herzegovina, Serbia, Egypt, Senegal, The Gambia, Guinea, South Africa, India and Thailand.

Greg has designed social entrepreneurial experiences, taught courses and led workshops for thousands of students and professionals. He is the founder of SocialEntrepreneurU, is a former Ashoka Leadership Group Member, is a two-time Ashoka Globalizer Fellow and World Economic Forum "Social Entrepreneur of the Year for 2012 (Latin America)". Greg is the principal designer of the award-winning MicroConsignment Model, now being applied globally.

Greg has served as a consultant for organizations such as Levi Strauss Foundation, Solutions Journalism Network, USAID, Chemonics, VisionSpring, Soros Foundation, Church World Service, Inter American Development Bank, Water For People and Fundacion Paraguaya in the US, Latin America, Asia and Africa. He also contributes time as "Social Entrepreneur in Residence" at universities and has taught social entrepreneurship at Columbia University, NYU and Miami University. He is a senior advisor for the Miami University Institute for Entrepreneurship.

Greg began working in rural small business development as a Guatemala Peace Corps volunteer in 2001. He worked in investment banking for five years before arriving in Guatemala. Two deals he led at UBS during this time won "Deal of the Year" honors from Structured Finance International magazine. He currently lives with his family in New York City.

