

Stewardship

There are several stages in the transition from a traditional profit-based business to Social Enterprise: That vague feeling – it usually creeps up on you. A sense of malaise – A question. Is this it? Is this enough? You might think for while that it's lack of growth, progress, profits, and put your nose to the grindstone and keep pushing in the same direction, but sooner or later you're forced to admit that the way you've been doing business just isn't feeding your heart and soul. You're ready for the next stage.

Exploration

Maybe you stumbled on this website, maybe you read an article on Social Enterprise, maybe you heard about it on the radio. And as soon as you heard it, you thought there might be something in it. You start learning, and talking to others about it, and you find that you're not the only one who's feeling like something needs to change. You're ready...

Commitment

You make the decision that you're going to do something. You're going to take this business idea, or the business you've built up over the last 20 years, and you're going to use it, not just to make a living, but to make a difference. You're excited.

Cultural Shift

It can take a long time for the ideas and your enthusiasm to translate into concrete changes within your business. Employees may be wary, and some are jaded – rightfully so given all that's been going on in the business world. Hopefully this makes you all the more determined to show them that there can be another way. Everything from your compensation plans to your internal and external communications need to be re-examined and reset to reflect the changes you want to make.

Living it

While being a Social Enterprise is more of a journey than a destination, there is a point at which you know you've crossed the divide, and you begin to enjoy the fruits of your labor – a much more fulfilling way to earn your living, knowing that you're setting the example for the next generation, and knowing that this approach in the long run will be not only more satisfying for everyone involved, but more sustainable as well.



Promoting, preserving & protecting social enterprise

Preserve and Protect

Having worked so hard to create a Social Enterprise it's important to take steps to preserve this legacy. By putting a legal structure around your Social Enterprise you ensure this legacy in perpetuity. It will become your gift to your employees, your community, and to the world at large.

Coach

The final step in this long journey is to help others recognize the opportunity here to transform our world by using the power of the free market, not just for profits, but with a purpose to make the world a better place for our having been here. It's about passing on what you've learned, and helping others to find their way.

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