

“SUCCESS”

It all starts with YOU!

“Success” : Measured Through *Your* Eyes

Being clear on what social venture “Success” looks like to *YOU* is an essential first step in your social venture start-up journey. Once established, you’re entire journey will be orchestrated in a manner which thoughtfully drives towards achieving that “SUCCESS”; “SUCCESS” as defined by you!

The following is a structured self-assessment tool aimed at helping you identify and clarify the personal goals, objectives, and preferences that defines your view of “SUCCESS”.

Six Considerations In Defining Your Success



Where Does Your Interest & Passion Lie?

- What's the general topic area^{*} of you interest and passion?
- What's the profile of the community member who is challenged or in need?
- What Region, County, City, Neighborhood do you want to serve?
- Do you want to directly or indirectly serve the community member?
- Is your social venture start-up focused on developing/improving products or services ? (i.e., in serving the community challenge or need area.)
- Do you have a specific preference as to what will be at the heart of these new or improved products or services (e.g., Software, Hardware, Low technology, High technology, High touch/Low touch people approach, etc)?

* See backup slide for a sample list of topic areas

What Investments Are You Willing To Make?

- Time you are willing to invest per week; Minimum & Maximum?
- Days of the week your willing to work and the schedule you'll keep on those days?
- Money you are willing to invest in pursuing this venture or innovation/improvement program? (Total \$'s in months 0-3, 4-6, 7-18)
- Amount of that investment you are willing to lose? (months 0-6 and months 7-18)
- What other assets are you willing to invest? (e.g., use of a building, car, office equip, etc)?
- Level of risk (financial, emotional, physical, relationship ,etc.) you are willing to take on?
- Amount and nature of stress you are willing/ not willing to take on?
- Level of investment (time or \$) you are willing to make to learn or acquire new skills?
- In what ways are you willing to work collaboratively with others in helping create your venture?

What Else
You'll
Contribute

What Else You Are You Willing & Able To Bring?

- What skills and experiences will you contribute to the venture's creation and start-up efforts? What skills and experiences do you need that you don't possess?
- What is the size and nature of your *personal* network? How much of this are you willing and able to leverage in designing & developing your social venture? What about your *professional* Network?
- What mentoring and coaching skills will you bring to the team you pull together to help in your social venture start-up efforts? What mentors and coaches (and in what topic areas) do you want to make sure are part of the team?
- How flexible and agile are you willing to be as you go about identifying and creating your new social venture start-up? Any limits to the level of flexibility or agility you are willing to commit to? If yes, what are the limits and why?

Impact You
Want To
Have

What Impact Do You Want To Make?

- What level of impact do you want your social venture start-up to have?

➤ *Versus a “do nothing” baseline assessment of the current social need, problem, or challenge’s impact*

➤ *Assessment considers the financial, emotional, physical, investments, costs being made and the range, size, and volume of the benefits and value being delivered to your targeted audience and/or clients.*

Impact Goal:

- 0 to 25%
- 26-50%
- 51-75%
- 76-100%+

Risk You Are
Willing To
Take

What Risks Are You Willing To Take?

- What level of risk you are willing to take across each of the following categories?
 - *Financial and Financial Liability*
 - *Physical/Health*
 - *Emotional*
 - *Relationship/Reputation*
 - *Safety*
 - *Other risk you are concerned about?*

What Do You Want In Return?

- What emotional reward are you seeking? (e.g., Level of, Type of, Source of)
- What “net” Financial returns (i.e. Revenues less Expenses) do you want to realize?
Minimum as well as ideal:
 - *X\$/Hr, X\$/week, X\$/ per month, X\$ per year?*
 - *During first 6 months,? Second 6 months? Month 13-24? Annually thereafter?*
- What “net” Financial returns , stated as a % of Net Assets invested, do you want to exceed?
- What types of individuals do you want to work with
 - *Experienced vs not. Working vs retired. Optimistic-Realistic-Pessimistic in nature. Volunteer vs paid. Highly Flexible vs not. Technical experts vs generalists. Followers vs leaders. Aggressive vs passive. Fun-loving vs serious. Age-Maturity. Analytical-Assertive-Amiable-Expressive . Clarifier- Ideator - Planner- Implementer. Coach-Mentor. Variety of interests /experiences. Students vs graduates. Etc.*
- What “Fun factor” do you desire? A lot-A Little? Within work environment vs outside it?
- What level and type of recognition are you looking to get and give? Private vs public?
A Lot or a Little? From team? From Partners? From Stakeholders? From the Community?

Backup

Finding Your Social Venture's Area Of Interest

A Sampling Of Social Challenge, Need, Problem Topic Areas

Health Problems	Human rights	Public Transportation	Juvenile Misconduct	Life transitions;
Racism	Child Abuse	Age Discrimination	Bullying	-Loss of job,
Spousal Abuse	Environmental Issues	Quality Education	Engagement Through the Arts	-Death of family member,
Crime	Public Health	Income Opportunities	Social Exclusion-biases	-Loss of shelter,
Civil Rights	Drug abuse	Resource Sustainability	Mental /Emotional Disabilities	-Loss of social support system,
Alcoholism	Affordable Healthcare	Economic Deprivation	Gender Discrimination	-Sudden mental or physical challenge, etc
Drug Abuse	Unemployment	Physical Disabilities	Healthy Living/Choices	Literacy & educational Advancement
Marketable Skill Gaps	Hunger	Homelessness	Affordable Housing	Exclusion: The Digital Divide
Inequality	Community engagement	Poverty		STEM/STEAM Education
				Etc.