

Purpose

1. Prepare for your peers a summary of your purpose and value to you as an social entrepreneur for (10 minutes) Use text below, and internet sources.
2. Focus mostly at:
 - What are specific tools here usable for your practice, and what are their features?
 - When and how you will use it?
 - An example of use
 - Other specific and useful information

Aaron Hurst and his note about shift of economic paradigm towards „Purpose Economy“: <https://www.youtube.com/watch?v=1HVDtdKMDI4>



<https://youtu.be/5n1FIVc6XW0?t=420>





Aaron Hurst from his lecture for Social Entrepreneurship Academie

We gain purpose from relationships. This is the biggest source of purpose. We gain purpose from having relationships with each other. From impact, when we do something for someone else, and it doesn't have to be something gargantuan or on a world scale. Just doing little things that provide us with the sense that we are doing something worthwhile makes a huge difference. And then, growth! We gain a sense of purpose from growth. When we grow, when we push ourselves, we go beyond our fear. So, we don't like to go with the myths of purpose which are fundamentally about purpose being better cause, purpose requiring us to have a lot of money, or it's a luxury.

Or it's somehow we are going to gain purpose as a revelation, that somehow we are going to be struck by a lightning and we are going to gain purpose. This is not how purpose works. Purpose is about the daily practice of building relationships, making an impact, and growing. And this is the basis for the economy, both from a labor standpoint as well as from a consumer standpoint.

If you want to create products that are going to thrive in this economy, you have got to think about how are they going to differentiate on relationships, impact, and growth. Information economy products are more and more commoditized. This is the special sauce that is going to enable products to thrive and it's also the key to building an organization with the very best people. We've actually studied, with NYU and now with LinkedIn, purpose-oriented people. People who come to work with purpose, they come for that reason to work. Yes, they did it get paid, and yes, they want to get acknowledged. But at the end of the day they are there because they want to have relationships, they want to make an impact, and they want to grow.

And what we found employer after employer, and after we surveyed a national sample and then a global sample of workers was that people who work with a



primary orientation towards purpose outperform their colleagues on every single measure. There wasn't one thing we found that people who don't work for purpose achieved at a higher level than those who did. This is critical because it changes how we think about education: Are we preparing people for a workplace, to think about work in the right place?

It changes how we recruit: Are we hiring people who are seeing work as being about purpose? And it changes how we manage: Are we leading, managing, and developing people based on these needs? Not on old models that are around climbing a ladder and moving up the food chain.

What drives you? What is your purpose to be a social entrepreneur?



WHO you impact



Individual



Organization



Society

WHY you work



Karma



Harmony

HOW you work



Human



Community



Structure



Knowledge

Zdroj: Social Entrepreneurship Akademie

1. Who we do focus on?

Individual: Is our business to impact individuals rather than bigger groups of people?

Organisation: Do we aim to create change in a in a community (local, regional)?

Society: Do we aim to operate on macro level (policy, big scale influence)?

2. Why do we do what we do? Do we believe that what rules the world is:

Karma: that the world is ecosystem where everything has its place and role and we should let natural forces and forces of market work.

Harmony: that if we let the natural forces work there will be always people left behind, and our task is to bring harmony to painful and chaotic world.

3. How you create change in the world?



Co-funded by
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Human centred: We need to be anchored in actual human experience and we need to gain empathy to really understand what people need.

Community: Problems come and go, but important is to create a community which, in time, would be able to solve the problems itself.

Structure: Look for bright spots and moments when things worked and try to recreate. To look for best practices and create structures which would allow these practices to function in your environment. To replicate the best practices.

Knowledge: Key to social change is to uncover the truth. Only if you know the truth, you can solve the problem.

