



**Founder & CEO of Social Impact Architects, Public Speaker & Top-Rated Blogger**

Suzanne Smith (@snstexas) has a deep belief that everyone is a changemaker. As a **serial social entrepreneur**, she strives to harness the powerful force of organizations, including nonprofits, foundations and socially responsible businesses, and individuals, especially students and young entrepreneurs, to **maximize the potential of the social sector to create real, scalable impact**.

In 2009, Suzanne founded **Social Impact Architects, a registered Benefit Corporation**, to reshape the business of social change. She combines her MBA know-how with two decades of experience as a nonprofit innovator to serve as a consultant, advisor and thought partner. She is also a highly sought-after public speaker at conferences nationwide, including being selected as a featured speaker at TEDxTurtleCreekWomen. **She is also an adjunct professor at the University of Texas at Arlington**. In this work, she has pioneered open-source frameworks for the creation of better social solutions, including layered logic models, ecosystem mapping and social alchemy. For her outstanding work as a leading thinker, she was recognized with the **Next Generation Social Entrepreneur Award** by the Social Enterprise Alliance. Since 2015, Social Impact Architects was recognized as one of the **"Best for the World" small businesses by B Corp**.



Suzanne also authors Social TrendSpotter (@socialtrendspot), one of the sector's top blogs according to The Huffington Post. Known for its relatable way of blending important concepts and new ways of working with storytelling, Social TrendSpotter has been hailed by readers as **"the only blog I read each week."** She is frequently interviewed by regional and national media on social entrepreneurship and has **published articles in Forbes, The Chronicle of Philanthropy, See Change, Nonprofit Business Advisor, Upstart and Grantmakers in Health**.

Suzanne has been at the **epicenter of game-changing social solutions** for more than two decades as a social intrapreneur. Her first jobs at the City of Garland and Texas Municipal League taught her the power and potential of local government to impact change. Later, she worked for Phoenix House to scale evidence-based prevention and treatment programs to Texas and for the American Heart Association to build a national state advocacy strategy. One of her greatest achievements was **co-founding the Alliance for a Healthier Generation – one of the country's first movements focused on combating childhood obesity – with a team from the William J. Clinton Foundation**. She also co-founded Flywheel: Social Enterprise Hub in Cincinnati, Ohio, to help nonprofits build meaningful and sustainable social enterprises.

Suzanne holds an **MBA from Duke University's Fuqua School of Business**, where she was selected as the CASE (Center for the Advancement of Social Entrepreneurship) Scholar. Nationally, she was selected as a member of Peter Senge's Society of Organizational Learning and Young Entrepreneurs Council. She also served on the national board of the Social Enterprise Alliance.

**A third-generation Texan**, her roots run deep through her work to improve her community with Leadership Dallas, Leadership North Texas, Dallas Summit, and the Junior League of Dallas. She has served a number of appointed posts for the City of Dallas and currently serves in a leadership role on the Municipal Library Board. She was honored to receive the **Dallas Business Journal's 40 under 40 award in 2012** and the Dallas Regional Chamber's Young ATHENA Leadership Award.

Raised by career educators who were deeply committed to making a difference through education, Suzanne found her calling at an early age as both a social activist and entrepreneur. When she isn't traveling to speak, consult or discover new places, she can be found playing with her eight nieces and nephews or writing her first book on the social sector.



**To book Suzanne for your next training or conference, contact us:**  
(w) 214.957.0903 (e) [speaking@socialimpactarchitects.com](mailto:speaking@socialimpactarchitects.com)

# Speaking Topics



Suzanne speaks on a range of social sector topics, including the following:

- Behavioral Economics
- Board Engagement
- Business planning
  - Feasibility assessments
  - Scaling/growth planning
  - Social enterprise 101/201
- Collaboration Commandments
- Corporate social responsibility
- Ecosystem mapping
- Grant Research & Grantwriting
- Impact measurement
  - Theory of change/logic models
  - Evaluation plans
- Influencing policymakers
- Social entrepreneurship
- Social sector trends
- Storytelling
- System Change/Movements

**Most requested speaking topics:**



## Storytelling

The human brain is wired to latch on to stories. Because stories are so memorable and can evoke an array of emotions from surprise and delight to sympathy and sorrow, the art of storytelling is critical to advancing your social sector organization's mission. In this session, you will learn about the essential components of stories and will have the opportunity to brainstorm ways to craft your organization's story to get volunteers, donors, investors or supporters excited about the work you are doing for people and the planet.

### WATCH NOW:

<https://vimeo.com/135282408>



## GameChangers

The nonprofit sector is changing. Where agencies were once funded for programs, they are now funded based on results. Where it was okay to function in silos, agencies are now required to collaborate and work broadly across the community. This session will take a quick dive at the old rules governing the social sector and how those rules are changing in the 21<sup>st</sup> century. We will talk about the capabilities required of social sector agencies today and the roles you can play in this transition.

### WATCH NOW:

<https://vimeo.com/124771524>



## TEDx: Everyone is a Changemaker

In this provocative, yet practical video, Suzanne Smith, our Founder & CEO – who calls herself a “meaning counselor” – shares the tips she has crafted over the years to help her friends, family and students create their own impact in their communities and the world. She explores a range of subjects, including impact investing, social entrepreneurship and nonprofit impact. This talk will inspire you to become a changemaker and give you the tools for success.

### WATCH NOW:

<https://youtu.be/CJOonQUXLOE>



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# Rave Reviews for Suzanne Smith

*Credentials and experience are important, but it's what the audience thinks that really counts*

*"Suzanne was excellent! Wonderful speaker, knowledgeable and a delight to interact with—probably the best adult learning class I have ever attended. Exceptional teacher."*



"Best class of the conference. I learned so much. Very professional! Very knowledgeable."

"This is my third session with Suzanne—she is very knowledgeable, and I enjoy her fresh perspective."



"[Suzanne was] so professional and personable. Covered every question; informative handouts; cutting edge information; very thorough and informative."

"There are a lot of nonprofit training sessions available, but I always attend Suzanne's sessions. She is always entertaining and provides a lot of practical examples."

"This was a great workshop. Suzanne was able to easily reach her audience. Attendees that were not knowledgeable about business plans were able to follow her training and get a better understanding. I have no business education and this was like a mini-MBA course!"



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# Past Presentations

*Suzanne has presented for numerous organizations and at various conferences*

## Education, Health, Human Service and Youth

### Nonprofit Organizations

- Association of Maternal & Child Health Programs
- Beyond School Hours
- Boys and Girls Club
- Catholic Charities
- Hispanic Dental Association
- Lutheran Service Association
- Meals on Wheels
- National Juvenile Justice Network

### Nonprofit Sector

- Association of Fundraising Professionals
- Board Source Leadership Forum
- Center for Nonprofit Management
- CEO Roundtable Series for Associations & Nonprofits
- Communities Foundation of Texas
- Communities Joined in Action
- Social Impact Exchange

## Social Enterprise and Government

- U.S. Conference of Mayors
- NATLE Government Affairs Conference
- Social Enterprise World Forum
- Social Enterprise Alliance
- Cincinnati Bar Association's Nonprofit Law CLE Program

## Universities

- Columbia University
- Duke University
- Miami University
- Texas A&M University
- University of North Texas
- University of Texas at Dallas

## Community

- Chamber of Commerce
- Junior League
- Duke Club
- Executive Women International

# Scheduling Your Training or Conference

## Customized training solutions

Each topic can be structured for a high-energy, content-rich keynote or a meaningful half-day or full-day workshop and can be customized to meet your organization's specific needs. They also can be done via webinar or conference call. Our goal is to always engage participants in a dialogue about important issues, trends and challenges impacting the sector. Participants will also walk away with actionable ideas and materials to build a stronger social sector.

## What you can expect from us

- Detailed speakers packet with everything you need, including bios, pictures and options
- Prompt replies to emails and calls
- Call to discuss your needs and preferences prior to event, so we can better understand how to best serve your needs
- Social media announcements about your event
- Dynamic, customized presentation focused on your needs
- Custom resource page, including links and slides
- Follow-up email to gauge impact



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top social sector blogs by Huffington Post*

The social sector is changing. Nonprofit organizations, social enterprises and the public sector are making strides everyday to improve communities. Social TrendSpotter, the firm's weekly blog, documents the trends and combines social sector experience with business expertise to bring professionals the latest and greatest thinking on how to make our organizations, programs and personal leadership more impactful than it already is.

**Here is a taste of our most-read blogs:**

- [Lean Start-Up for the Social Sector](#)
- [Fail Early, Fail Cheaply—Feasibility Assessments](#)
- [The Collaboration Commandments](#)
- [Moving from Ego-Thinking to Eco-Thinking](#)
- [Nonprofit Lifecycle](#)
- [Marketing Strategy vs. Tactics](#)



**Sign up for our weekly blog:**  
[socialimpactarchitects.com/blog](http://socialimpactarchitects.com/blog)



To be architects of a better world, we need smart designs, the best tools and the expertise to implement them. At Social Impact Architects, we believe strategic, disciplined approaches to social change are more transformative, more sustainable and more impactful.

Social Impact Architects is a social change agency that provides consulting and learning experiences to changemakers working alongside them to create game-changing solutions for our most pressing social issues. Our clients include nonprofits, NGOs, foundations and social entrepreneurs. We bring them MBA-level expertise and national perspective, combined with ground-level, local-market know-how, so together we can create a better world.



*Social Impact Architects was named one of the Best for The World in 2015, 2016, 2017, and 2018 by B-Corporation. Companies receiving this honor set the gold standard for high impact and offer a positive vision of a better way to do business.*



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