What's in A Name?:

Cracking the Code on Buzzwords in the Social Sector

September 9, 2019

SOCIAL IMPACT ARCHITECTS

SocialImpactArchitects @snstexas @socialtrendspot socialimpactarchitects.com/wp

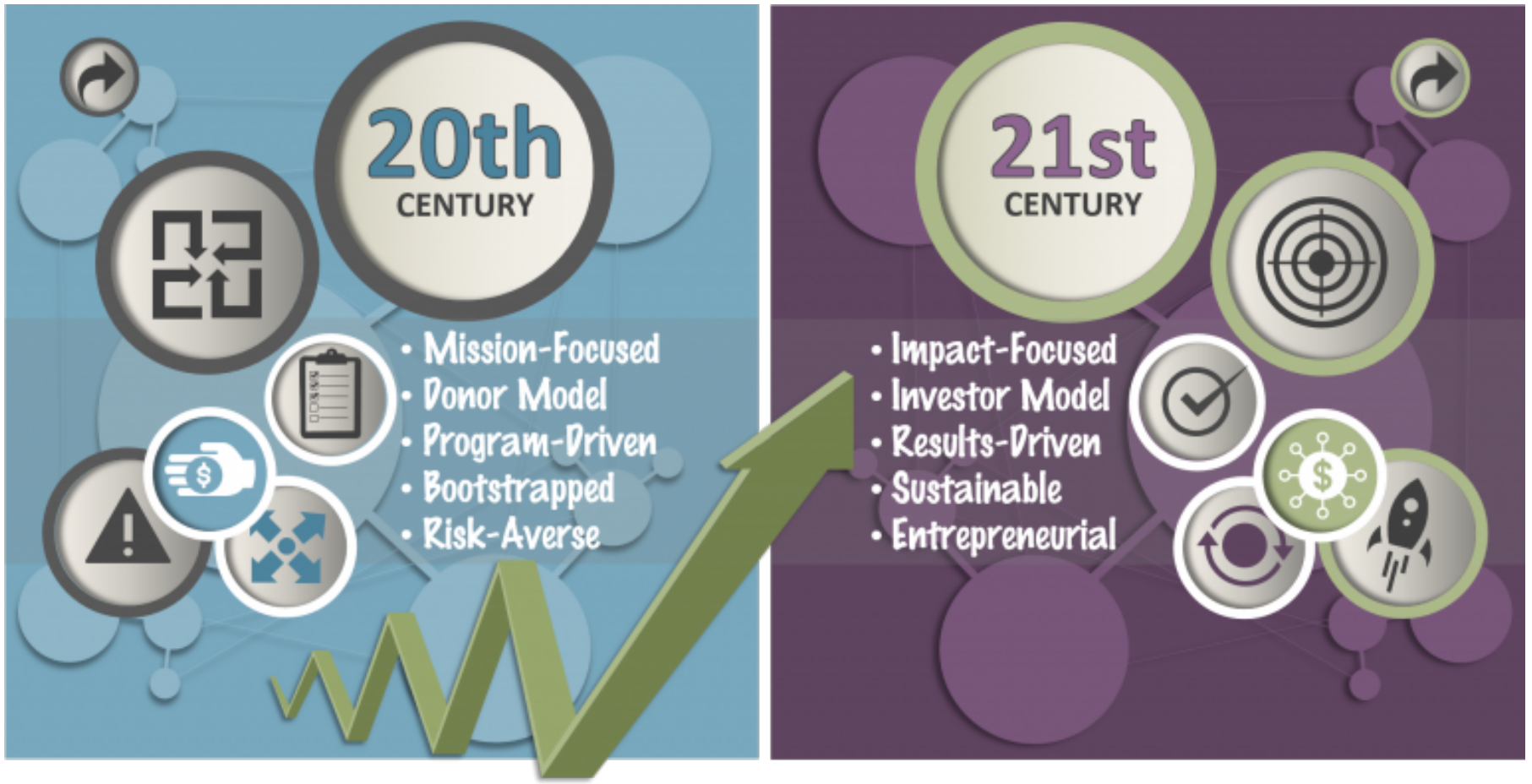
SUZANNE SMITH, MBA
suzanne@socialimpactarchitects.com

Let's start the conversation…

- As we wait to start, use the Q&A function to **tell us your favorite (or least favorite!) buzzword.**
- Feel free to continue to ask questions in this feature – **we will spend some time at the end answering questions.**
- **If you want to learn more**, every page is tagged with a link to our blog: www.socialimpactarchitects.com/blog

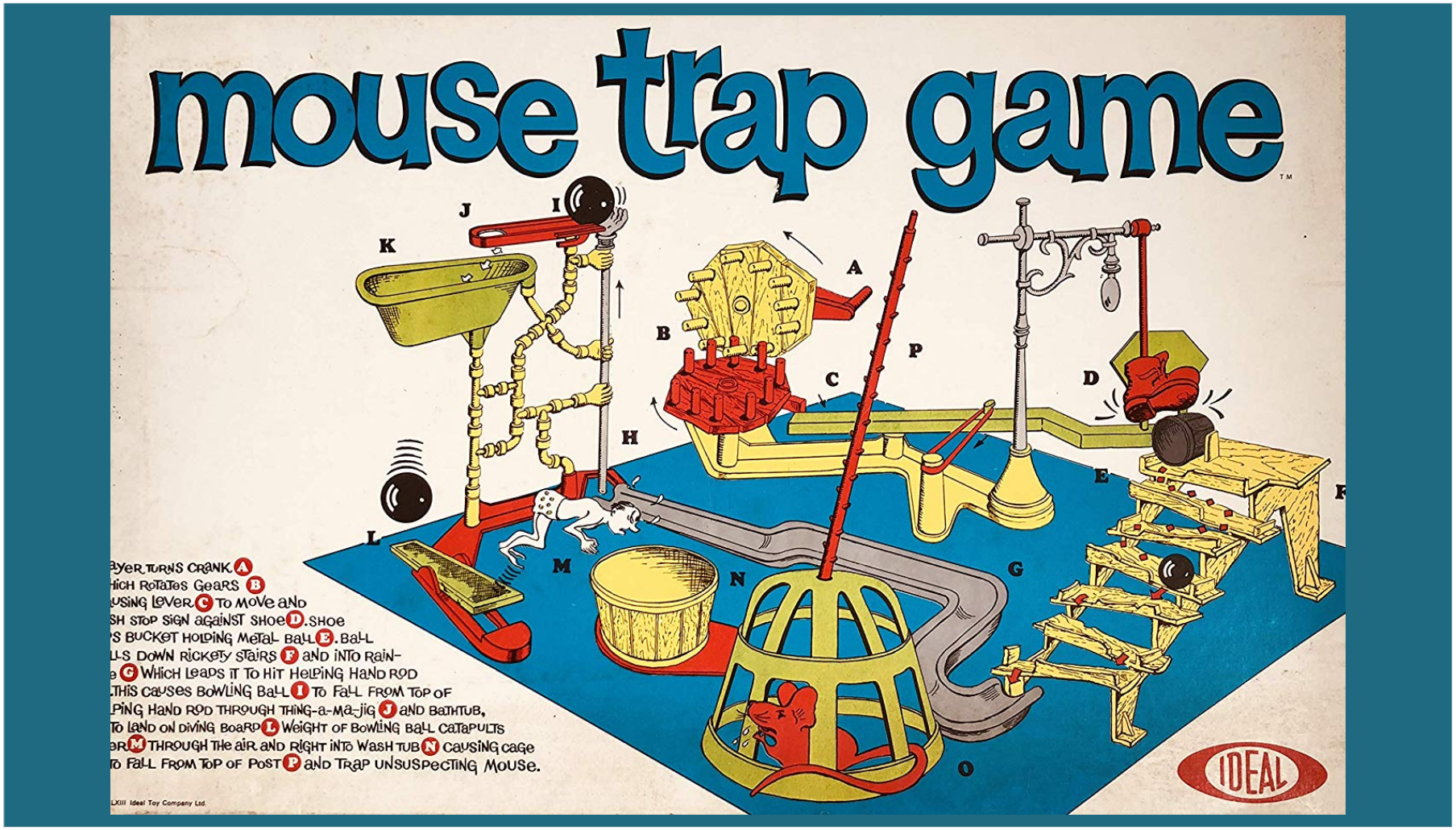
SHIFTS IN THE SOCIAL SECTOR

Nonprofit Shifts



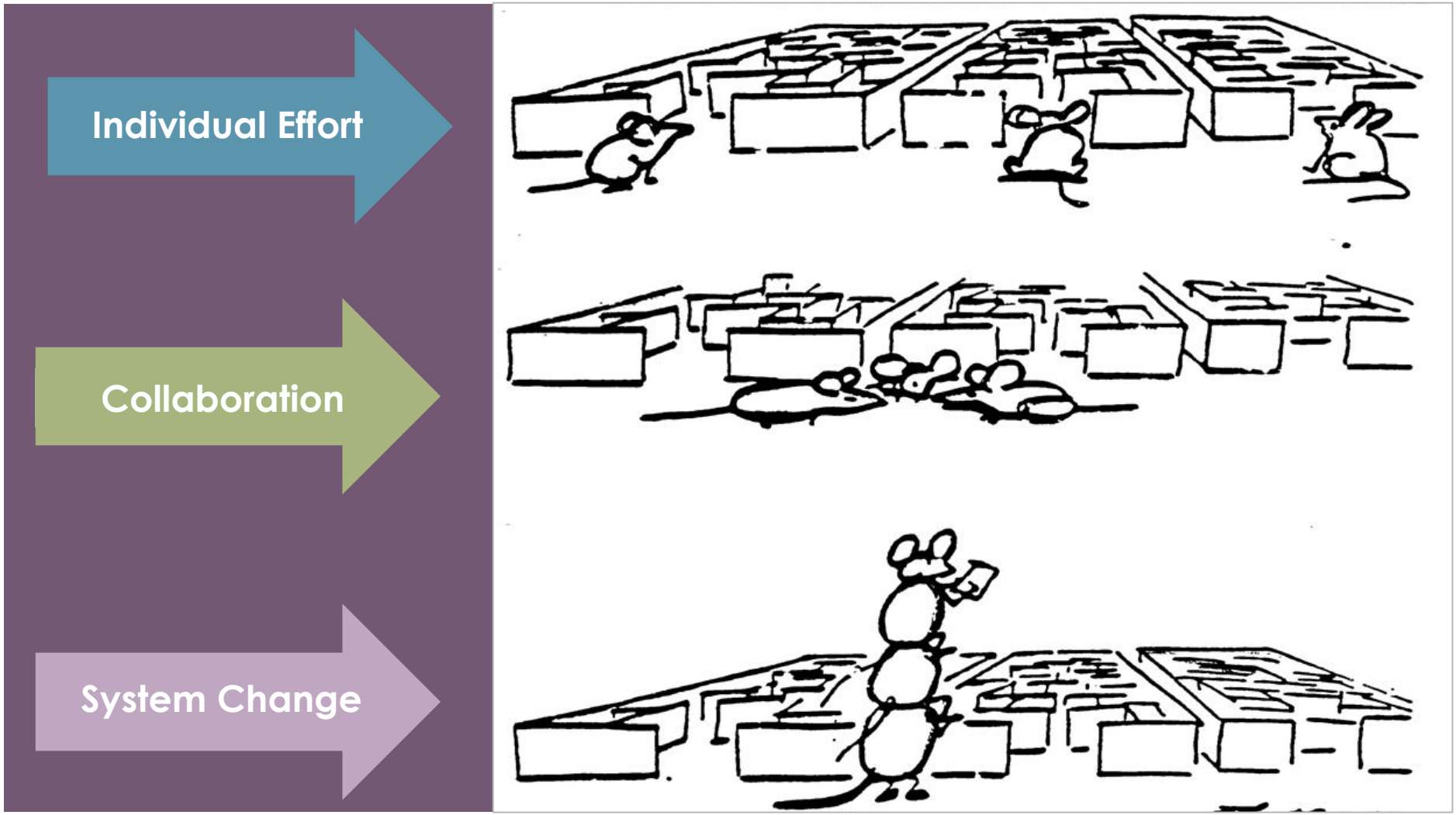
Deep Dive: https://socialimpactarchitects.com/nonprofit-trends-2017/

Shift from Individual to Ecosystem



Deep Dive: https://socialimpactarchitects.com/ecosystem/

How to Think About The Future



Deep Dive: https://socialimpactarchitects.com/nonprofit-change-management/

Buzzwords

Sustainability

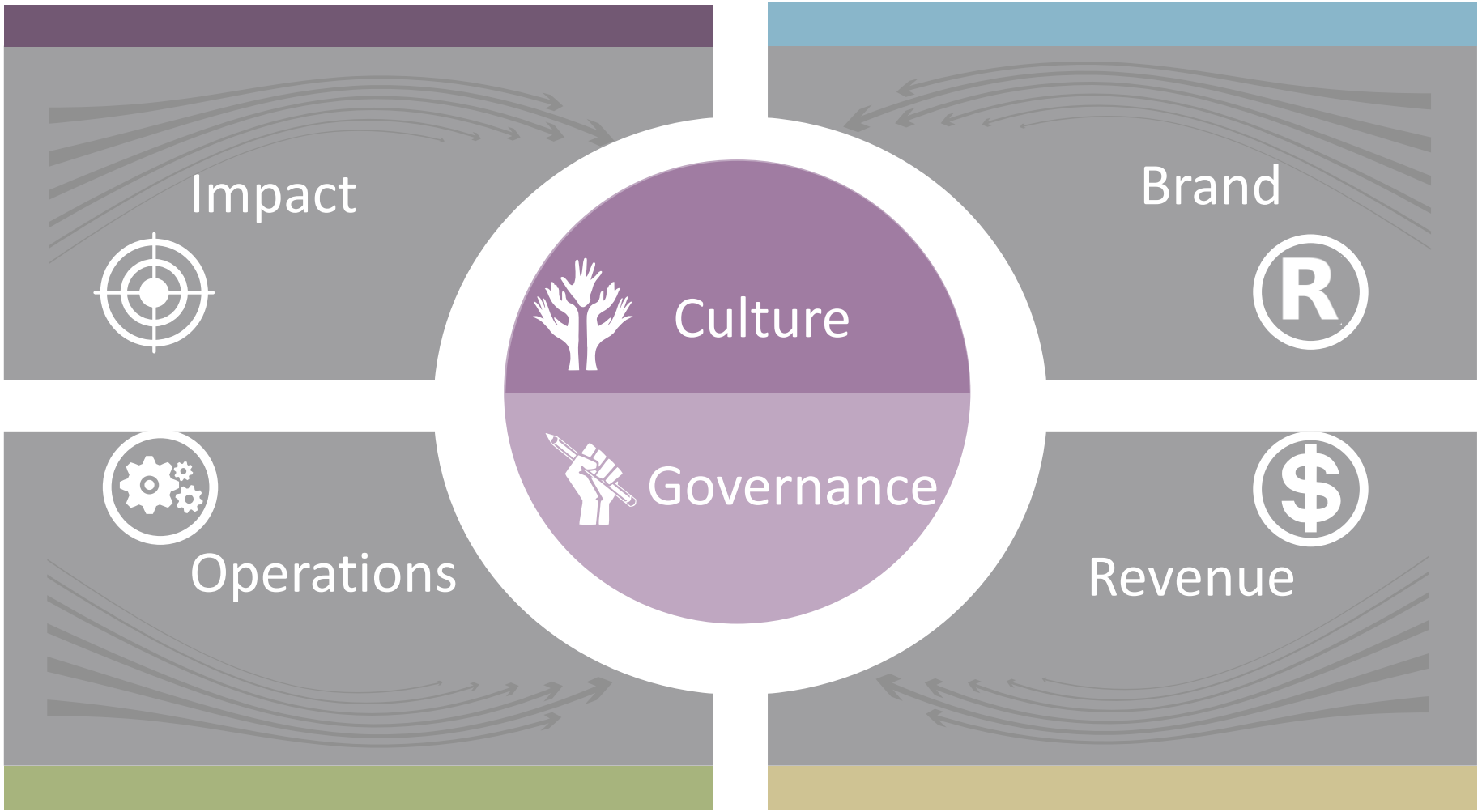
High Performance + High Impact

HIGH-PERFORMANCE NONPROFIT	HIGH-IMPACT NONPROFIT
■ Easy to observe ■ Well-run organization • Leadership • Clear goals • Learning organization • Diverse financials	■ Long-term/usually in retrospect ■ Organization that has meaningful and sustainable social impact

Deep Dive: https://socialimpactarchitects.com/nonprofit-sustainability/

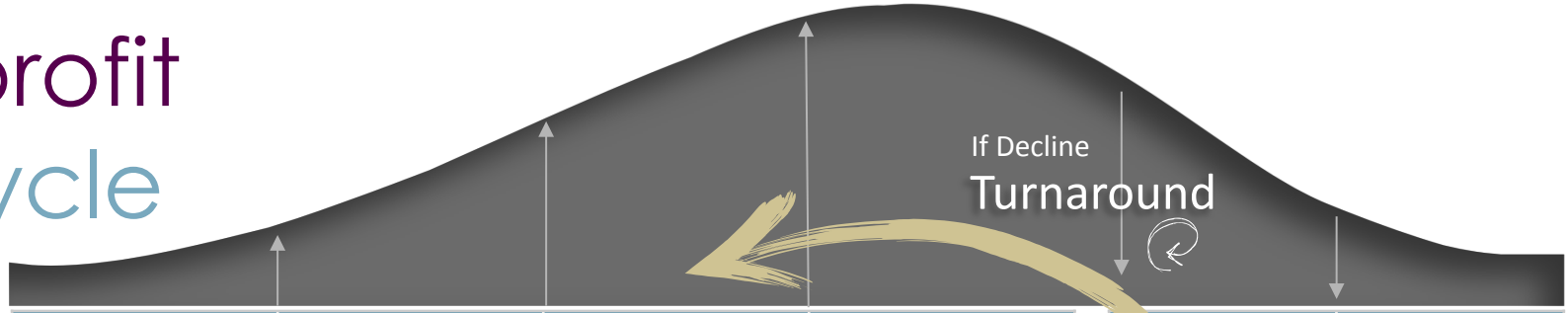
Sustainability

Organizational Focus Areas



© 2017 Social Impact Architects

Nonprofit Lifecycle



	Idea	Start-up	Growth	Maturity	Decline	Crisis
Impact	Informal – Need established, best practices integrated & pilot launched	Pilot successful – Lessons integrated into design / Measurement starts	Established in marketplace – Strong results, partner-of-choice & consistent delivery	Consistent results through robust evaluation / Focused on continuous improvement, scale & system-building	Need exists, but nonprofit isn't partner-of-choice / Market duplication from other nonprofits	Demand near zero / Intense competition for resources & energy
Governance	Not yet developed	Formal governance starts – Most likely homogeneous group	Board expansion – More diversity with more focus on planning & oversight	Board is more policy- & strategy-focused / Delegates management to Executive Director	Board members hard to recruit, retain & engage / Low focus of strategic issues	Board not fulfilling fiduciary responsibilities
Culture & Operations	Entrepreneurial Founder using volunteer resources for guidance / Culture is defined by Founder	Flat organization – Decisions are likely made by Founder / Volunteers needed for hands-on support / Culture is action-oriented	Founder has hired or becomes Executive Director and is key decision-maker with Board guidance / Increased division of labor & accountability as staff is hired / Culture is results-oriented / Volunteers are used as resources	Leadership is often second or third generation from Founder / Clear division of labor & accountability among staff / Culture is well-defined and serves as a competitive advantage / Volunteers are seen as ambassadors	Increasing turnover of staff & volunteers / Decreased ability to attract top talent / Decreased transparency	Inability to fill key roles / High contention & division among staff / Mistrust of leadership
Revenue	Most are in-kind	Limited financial resources – Lives hand-to-mouth	More diverse financial resources with established relationships with funders, but still unpredictable	High degree of financial diversity with established relationships with multiple funders / Endowment exists / Higher degree of financial predictability	Funders are not renewing contracts and not contacting organization / Low cash reserves / Decreasing donor retention & loyalty	Cash reserves insufficient to cover operating expenses / Long-time donors tapped out
Brand	Not utilized	First official marketing materials – Primary method of marketing is word-of-mouth	Build-out of marketing & communication needs, including public & media relations	Sophisticated marketing & communications plan using multiple channels / Everyone equipped to tell story	Decreased public interest / Issue area not discussed in the media	Unable to attract media or public attention / Messaging does not resonate with public

Deep Dive: https://socialimpactarchitects.com/nonprofit-growing-pains/

© 2017 Social Impact Architects

SOCIAL IMPACT ARCHITECTS

HOLY TRINITY of

Vision - Mission - Values

VISION

Describes the organization's desired future state of the world (without mentioning the organization itself)

The best vision statements are one-sentence statements that are aspirational, memorable and succinct.

MISSION

Mission – Describes the organization's unique reason for existence and its priorities and methods for accomplishing the vision ("unique" meaning that it connects to your unique value proposition)

The best mission statements are easy to memorize, action-oriented and understandable.

VALUES

Describes the organization's fundamental beliefs and guiding principles that drive its culture

The best core value statements are often power statements, so employees understand the organization's DNA and can easily put them into action.

Deep Dive: https://socialimpactarchitects.com/nonprofit-vision-mission-values/

IMPACT: Outcomes vs. Impact

Inputs	Activities	Outputs	Outcomes	Goal Alignment
What do put in?	What do you do?	What happened	What resulted **Less** What would have happened anyway **Equals** Impact	How aligned is the impact with your organization goal?

College Graduation Rate	College + Intervention Graduation Rate	Difference
21%	56%	35%
What would have happened anyway	**Outcome**	**Impact**

Deep Dive: https://socialimpactarchitects.com/impact-culture/

SOCIAL ENTERPRISE

A Social Enterprise is a Hybrid Organization

	Purely Philanthropic Organization	Hybrid Organization	Purely Commercial Organization
Motives	Appeal to goodwill	Mixed motives	Appeal to self-interest
Methods	Mission-driven	Balance of mission and market	Market-driven
Goals	Social value creation	Social and economic value creation	Economic value creation
Destination of Income/Profit	Directed toward mission activities of nonprofit organization	Reinvested in mission activities or operational expenses, and/or retained for business growth and development	Distributed to shareholders and owners

Deep Dive: https://socialimpactarchitects.com/how-to-start-a-social-enterprise/

Source: Virtue Ventures Consulting

INNOVATION

SOCIAL INNOVATION

Social Innovation is about the IDEA.

And not just any "new idea." For the social sector, social innovation has to be an idea – in the form of a product, service or method – that creates change, performs better than existing solutions and for which the value accrues primarily to society.

SOCIAL ENTREPRENEURSHIP

Social Entrepreneurship is about the MINDSET.

Social entrepreneurs are change agents who are relentless about fashioning bold and creative solutions – through the creation of new organizations or as "intrapreneurs" within existing organizations and communities – to create social change.

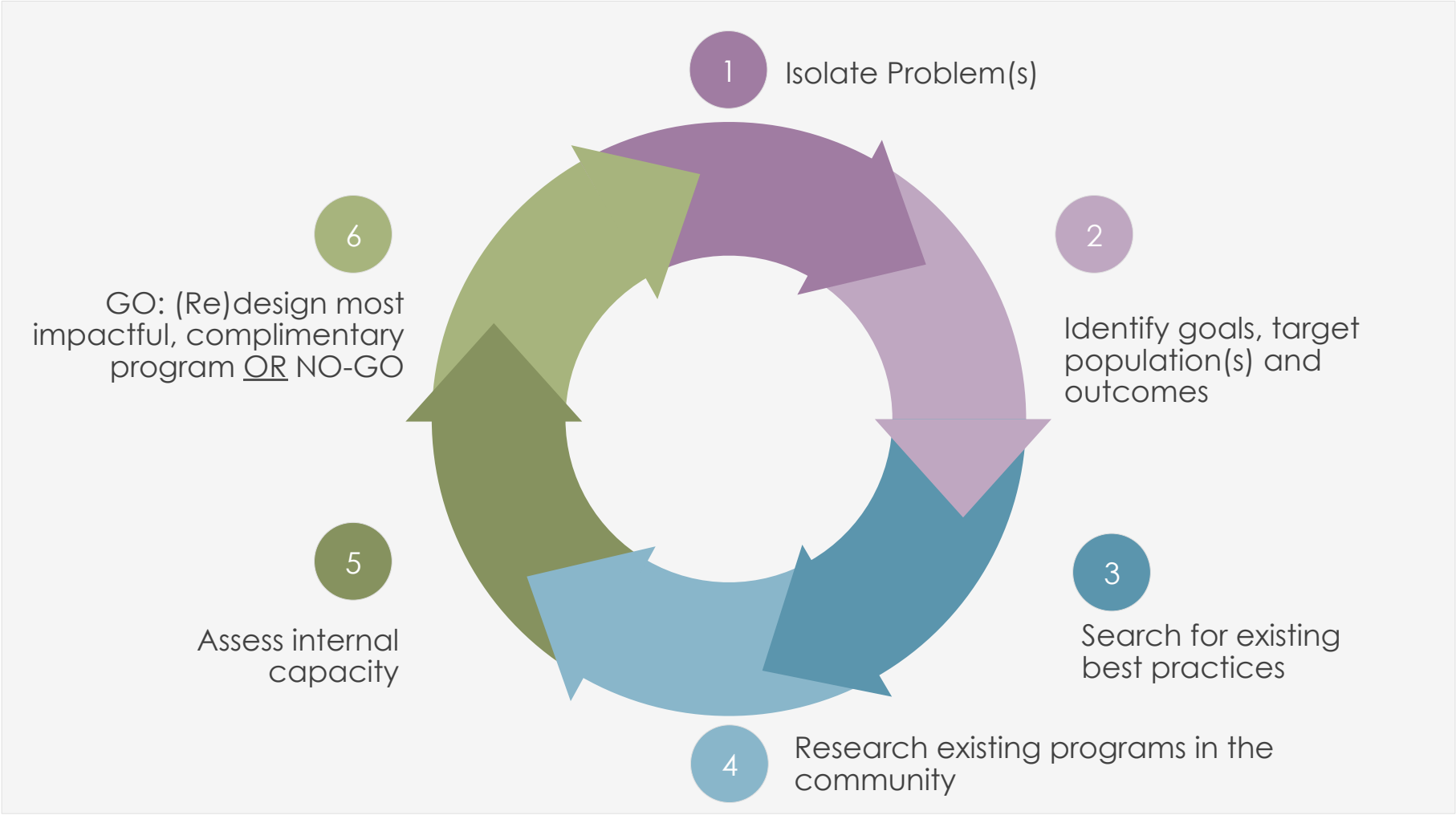
SOCIAL ENTERPRISE

Social Enterprise is about the BUSINESS MODEL.

Social enterprise is a business – whether operated by a for-profit or nonprofit – that has a double bottom line of both maximizing social and financial return.

Deep Dive: https://socialimpactarchitects.com/social-definitions/

INNOVATION: Lean Startup



Deep Dive: https://socialimpactarchitects.com/nonprofit-lean-startup/

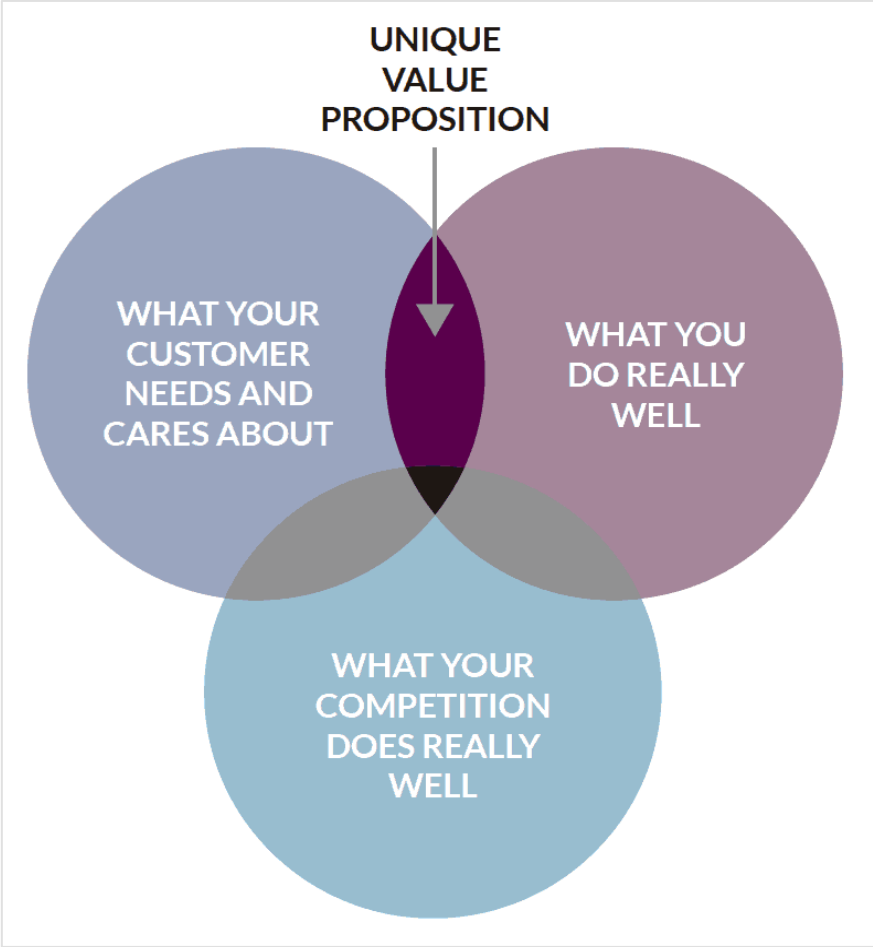
BRAND: Unique Value Proposition

Definition

Unique value proposition is a simple, clear and convincing statement that tells your customers how you serve their needs, what they can expect and why you are better than, OR different from, the competition.

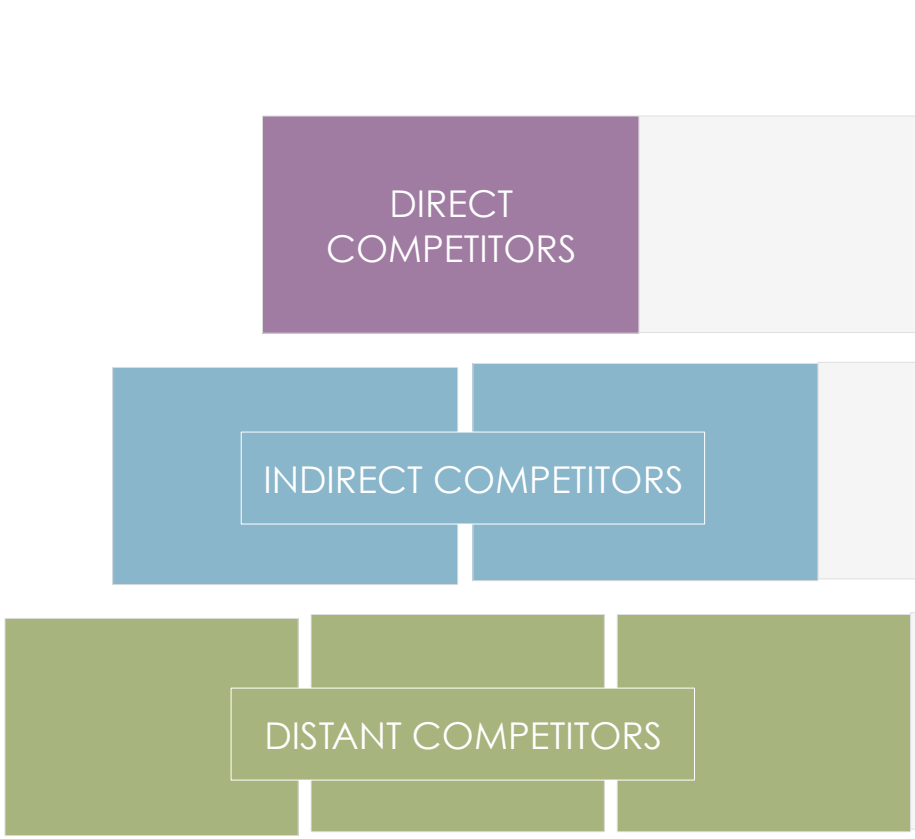
Importance

- Centerpiece of your marketing message
- Helps your venture differentiate itself
- Needs to be clear, convincing and concise



Deep Dive: https://socialimpactarchitects.com/value-proposition/

COMPETITION



	SERVICES	POPULATION	GEOGRAPHY
DIRECT COMPETITORS	Same	Same	Same
INDIRECT COMPETITORS	Offers services, but in a different way	Same	Varies with type of service
DISTANT COMPETITORS	Different	Same	Same

Deep Dive: https://socialimpactarchitects.com/competition/

COLLABORATION

Two or more organizations…

working together in a ***meaningful, well-defined,*** *and* ***deliberate*** manner…

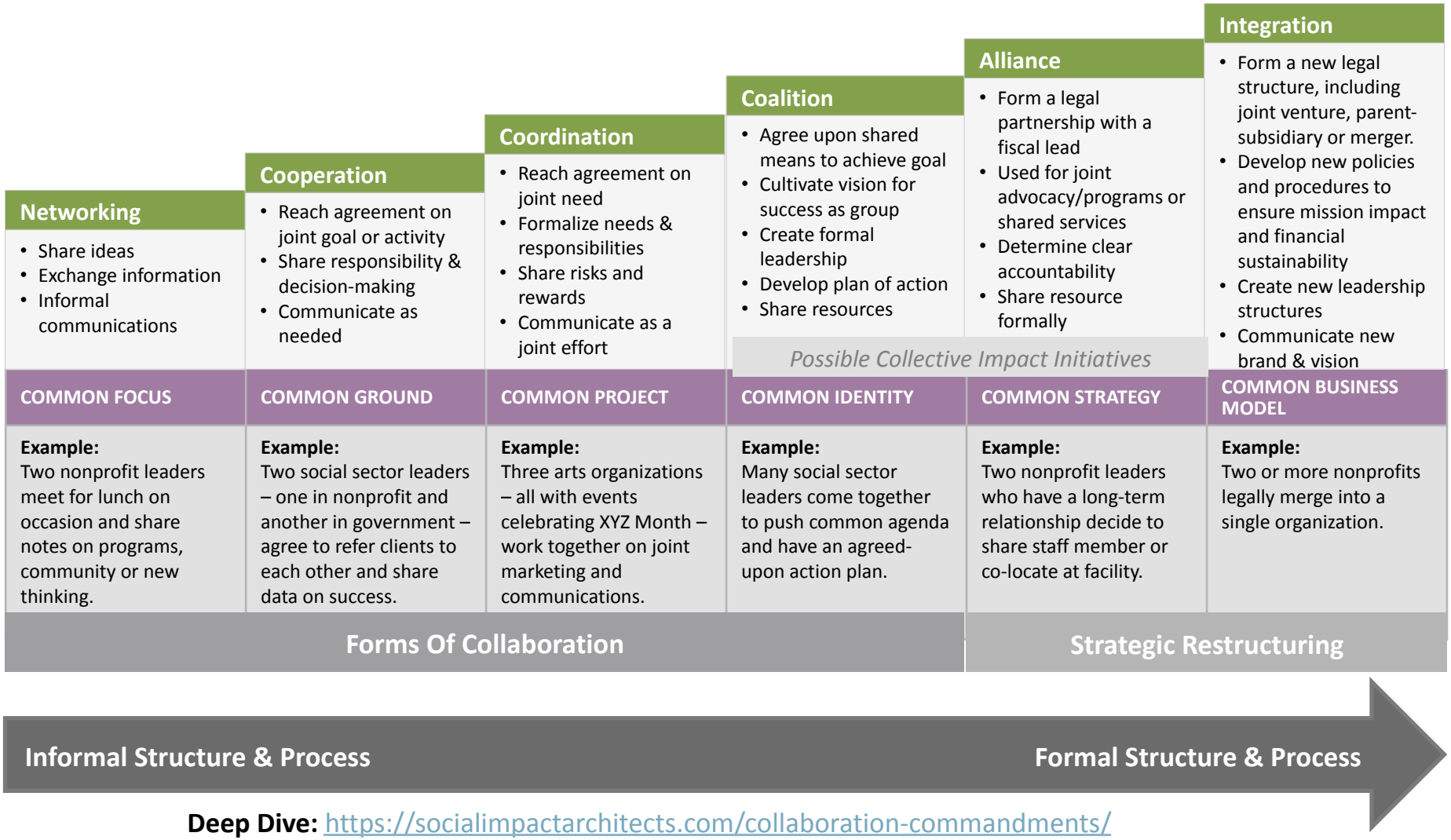
by investing ***time, energy*** *and* ***resources***…

to accomplish a set of ***shared objectives***…

that are ***mutually beneficial*** to advancing the missions of the organizations involved and…

that are ***more likely to be achieved*** together than alone.

COLLABORATION CONTINUUM



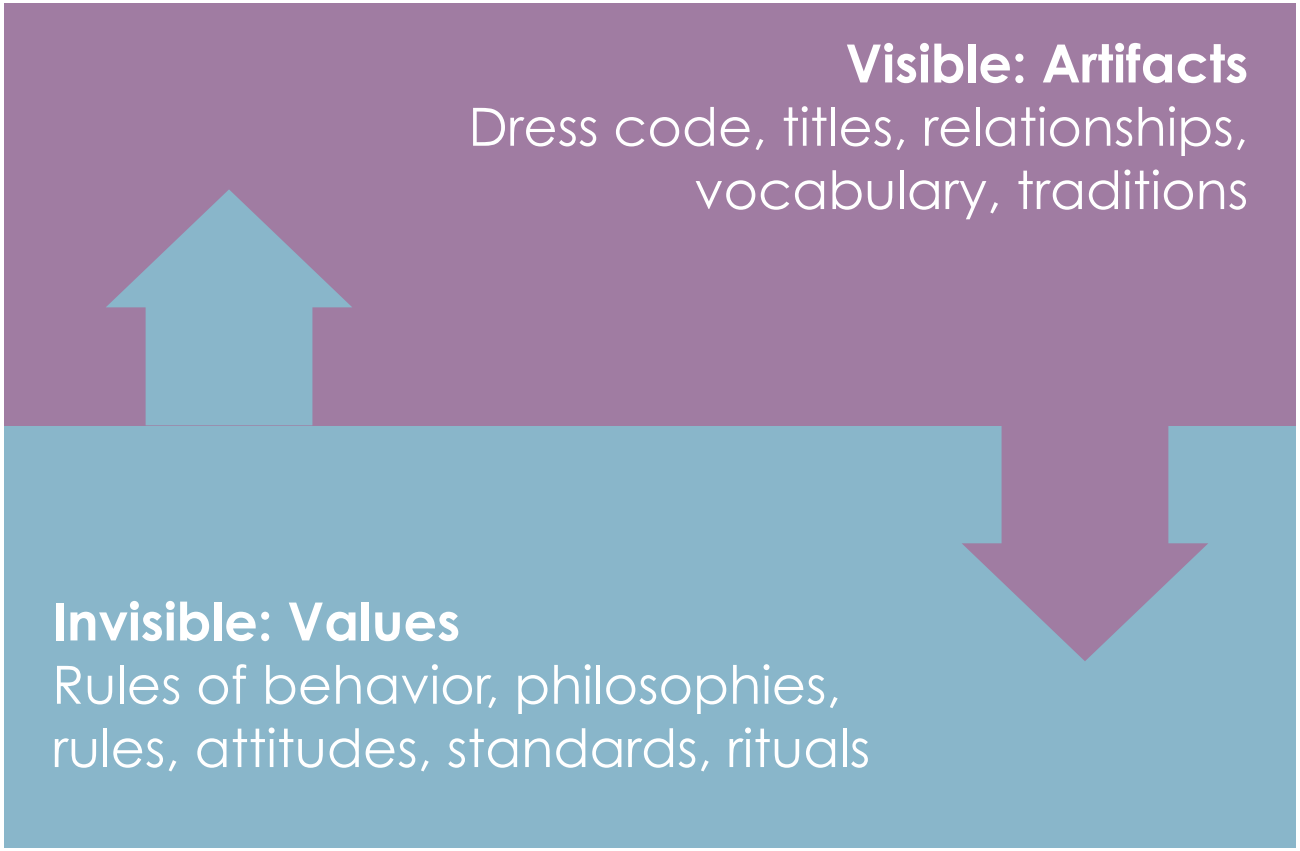
Deep Dive: https://socialimpactarchitects.com/collaboration-commandments/

GOVERNANCE

Deep Dive: https://socialimpactarchitects.com/nonprofit-board-tools

CULTURE

- From Latin word "cultura" meaning "to cultivate"
- "*An energy force that becomes woven through the thinking, behavior and identity of those within the group*." – Debra Thorsen
- Vision & Mission ≠ Culture



Deep Dive: https://socialimpactarchitects.com/nonprofit-culture/

Sign up!

Social trendSpotter

Latest Trends in the Social Sector

https://socialimpactarchitects.com/blog/

CHECK OUT OTHER BUZZWORDS & HOW TO PUT THEM INTO ACTION:

TOP QUESTIONS ON STRATEGIC PLANNING

https://socialimpactarchitects.com/top-questions-on-strategic-planning

STRATEGIC AND/OR BUSINESS PLANS

https://socialimpactarchitects.com/business-strategic-plan

VALUES

https://socialimpactarchitects.com/core-values

STORYTELLING

https://socialimpactarchitects.com/storytelling-tips

DASHBOARDS

https://socialimpactarchitects.com/nonprofit-dashboards

CRISIS MANAGEMENT

https://socialimpactarchitects.com/crisis-management

RISK MANAGEMENT

https://socialimpactarchitects.com/risk-management

ELEVATOR PITCH

https://socialimpactarchitects.com/elevator-pitch

@snstexas @socialtrendspot

SocialImpactArchitects

company/social-impact-architects
in/suzannesmithtx

suzanne@socialimpactarchitects.com
www.socialimpactarchitects.com

Suzanne Smith, MBA

Founder & CEO, Social Impact Architects

EDUCATION

- MBA, Duke University's Fuqua School of Business
  - Selected as CASE (Center for the Advancement of Social Entrepreneurship) Scholar
- Adjunct Professor – University of Texas at Arlington

AWARDS & HONORS

- "Best for the World" Small Business List – B Corp, 2015 - 2019
- TEDx Speaker, "Everyone Can be a Changemaker," 2015
- Huffington Post's Top 10 Social Sector Blog, 2014
- Next Generation Social Entrepreneurs Award, 2010

COMMUNITY LEADER

- **Dallas, Texas –** Dallas Commission on Homelessness, Mayor's Task Force on Poverty, Leadership Dallas, Leadership North Texas & Junior League
- Dallas Regional Chamber, Young ATHENA Award, 2014
- Dallas Business Journal's 40 Under 40 Award, 2012
- **Cincinnati, Ohio –** Founder, Flywheel: Social Enterprise Hub