

RACONTEUR – Creating enterprise through stories

Our communities are going through a period of transformational change as traditional sources of funding for social causes are drying up while needs are increasing.

This change is creating opportunities for leaders of social enterprises... leaders who recognize this new reality and are willing to incorporate entrepreneurial principles, develop communities of common interest and seek innovative ways of creating revenue.



I work with leaders and the leadership of enterprises interested in taking advantage of the opportunities created by changing circumstances.

I use my own entrepreneurial and business experience, the experiences of other entrepreneurs, plus what I have learned as a university professor to help leaders and the leadership of enterprises increase their chances of success. I collaborate with them as we create, tell and live our story in order to connect with, inform and engage those we serve and those that contribute to our success.

During a period of transformational change in the North American Energy Industry I was given the opportunity to lead the operating division of a large energy utility. The utility employed 750 people and served hundreds of thousands of customers. I told my story of what was possible and how that would serve our interests as well as the interests our customers, our shareholders and the communities in which we operated. I then listened as all 751 of us contributed ideas on how we should progress and identified resources that would contribute to our success.

I contribute ideas and processes tailored to the individual enterprise... those that will engage others in contributing ideas on how we can progress. Of prime importance is engaging others in the implementation of initiatives that will enable the measurement of that progress,

My goal is to contribute to the success of leaders and the leadership of enterprises focused on social issues. I accomplish this by helping them become more entrepreneurial and by aiding them in engaging others to capitalize on the opportunities created by change.

Content

- 1) Where can we find the money to meet the needs of those we serve?
- 2) Why do we have to change what we are doing?
- 3) So what can we do?
- 4) What is a social entrepreneur?
- 5) How do I become a social entrepreneur?
- 6) How do I tell our story?
- 7) How do we connect with, inform and excite people?
- 8) How do we become more self-sustaining?
 - a) Philanthropy
 - b) Causes
 - c) Becoming a contributor
 - to the social services community
 - to business and government
 - d) Creating a social enterprise
- 9) The last word
- 10) Appendix A
- 11) References