



# HELP AND SUPPORT FOR SOCIAL ENTREPRENEURS



Co-funded by the  
Erasmus+ Programme  
of the European Union

Nr.2018-1-LV01-KA204-047212



## **COPYRIGHT STATEMENT OF THE TRAINING MATERIAL**

**This training material was developed within the framework of the project “RURAL TREASURES - Social entrepreneurship-the heart of rural development”.**

**The training material is open and available through the project’s website (add the website when is ready) for all learners who are interested in it.**





## Helping and Supporting the Social Entrepreneurs

Social entrepreneurs are developing solutions to some of our most intractable social problems. They generate social capital out of virtually nothing and create new services from scratch. Yet there is only a certain amount they can achieve acting alone. Their great potential is in promoting collaborative solutions to social problems that help to bring together the community and users with the public and private sectors. Social entrepreneurs do not seek to displace or replace the traditional welfare state; they do seek to change it. Getting the right relationship between the public sector and social entrepreneurs is vital.

Public policy for social innovation cannot be a policy for the state alone. It has to be a policy for creating alliances between social entrepreneurs, the public sector and private companies. We need to create a larger, more vibrant body of social entrepreneurs, both within and outside the public sector. We need to find ways to identify, collect and disseminate best practice. Even large organisations can be transformed by ideas generated locally in small office branches or laboratories.

The private sector can also play a vital role in this. Large companies are likely to become increasingly concerned with the 'public policy' aspects of their operations. The best large companies recognise that they are social as well as commercial organisations. However, many companies have yet to find the right channels to route their social interests. Helping to promote social entrepreneurship would be an obvious way forward for the private sector. Not only would the private sector – both large and small companies – have skills to offer, but companies would also stand to benefit from the lessons of entrepreneurship that would emerge from their social partners.





One of the main problems facing social entrepreneurs is their isolation and atomisation. They need wider networks to share ideas and spread best practice. Their isolation makes them less efficient than they could be, because often each individual project attempts to come up with its own solutions to problems without knowing how other schemes have tackled the same issue.

Social entrepreneurs will be a vital source of new ideas and management methods for the public sector. If social entrepreneurs are completely separated from the state, they will be marginalised. (*Leadbeater, 1997*)

As social entrepreneurs relentlessly pursue new opportunities, they are at risk of colliding with legal issues. Therefore, it can provide great help for them if they are supported on legal issues including the following questions as a beginning:

1. What do I need to know before I start a new non-profit organization?
2. How will new earned-income operations affect my tax status?
3. When does it make sense to create a for-profit affiliate or separate joint venture?
4. How can I protect my intellectual property?
5. What are the legal issues I need to know about using the Internet? (Dees et al., 2001)

Also, coaching is of great importance for a social entrepreneur's career. They may have a lot of questions to ask and a lot of things that they don't know how to handle. When we look at the definitions of coaching, we can see the relation and the importance for social entrepreneurship:

- Coaching is **unlocking a person's potential** to maximise their own performance. It is helping them to learn rather than teaching them. John Whitmore (2001, p.8)



- Coaching is **the art of facilitating** the performance, learning and development of another. Myles Downey (2002, p.15)
- Coaching can be defined as **the facilitation of mobility**. It is the art of creating an environment, through conversation and a way of being, that facilitates the process by which a person can move toward desired goals in a fulfilling manner. Tim Gallwey (2000, p.176)
- The aim is to help and **support people to manage their own learning** in order that they may maximise their potential, develop their skills, improve their performance and enable them to become the person they want to be. Eric Parsloe and Monica Wray (2000, p.22)
- Coaching is a process that enables people to find and act on the **solutions** that are most **congruent** and appropriate for them personally. This is achieved through a dialogue which assists coaches to see **new perspectives** and achieve greater clarity about their own thoughts, emotions and actions, and about the people and situations around them. Carol Wilson (2007, p. 13)





*References:*

*Leadbeater, Charles (1997). The rise of the social entrepreneur. London: Demos*

*Dees, J. Gregory, Emerson, Jed & Economy, Peter (2001). Enterprising Nonprofits: A Toolkit For Social Entrepreneurs. New York: John Wiley & Sons, Inc.*

*Wilson, Carol (2007). Best Practice in Performance Coaching: A Handbook for Leaders, Coaches, HR Professionals and Organizations*

*Whitmore, John (2001). Coaching for Performance: Growing People, Performance and Purpose*

*Downey, Myles (2002). Effective Coaching: Lessons from the Coach's Coach*

*Gallwey, W. Timothy. (2000). The Inner Game of Work. New York: Random House.*

*Parsloe, Eric, Wray, Monica (2002). Coaching and Mentoring: Practical Methods to Improve Learning*

*Social ENTrepreneurship for IMmigrants - Coaching –a tool for providing support to immigrants on their entrepreneurial path*

*This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.*

