

## **SOCIAL ENTREPRENEURSHIP FOR YOUNG CHANGEMAKERS**

by

**Columbia Business School, VFA®**

**Virtual | Synchronous | Online**



**Columbia Business School**  
AT THE VERY CENTER OF BUSINESS™

VENTURE FOR ALL®



## The Faculty: **Greg Van Kirk**

Greg has been a practicing social entrepreneur, consultant and educator since 2001. He's the co founder of ProjectX, is a former Ashoka Leadership Group Member, is an Ashoka Lemelson Fellow, two-time Ashoka Globalizer and was recognized as a World Economic Forum "Social Entrepreneur of the Year for 2012 (Latin America)". He has served as a consultant for organizations such as Levi Strauss Foundation, Solutions Journalism Network, USAID, Chemonics, VisionSpring, Soros Foundation, Church World Service, Inter American Development Bank, Water For People and Fundacion Paraguaya in the US, Latin America, Asia and Africa. Greg also contributes time as "Social Entrepreneur in Residence" at universities and has taught social entrepreneurship at Columbia University, NYU and Miami University. He is a senior advisor for the Miami University Institute for Entrepreneurship. Greg began working in rural small business development as a Guatemala Peace Corps volunteer in 2001. Prior to this Greg worked in investment banking for five years and two deals he led at UBS during this time won "Deal of the Year" honors. Greg is a graduate of Miami University, where he was recently awarded the Bishop Medal, and currently lives with his family in New York City.

*"Greg approaches his work with professionalism, broad-spectrum skill sets and a tenacious work ethic. His deep grassroots expertise coupled with his business experience and willingness 'to get his hands dirty' is unique and hard to come by."* - **Neil Blumenthal, Co Founder + Co CEO - Warby Parker**

*"Few folks who preach the gospel of innovation have the ability to cross languages, cultures and sectors like Greg and his team does. They have truly galvanized and made an invaluable contribution to our space -- and movement...!"* - **Daniel Lee, Executive Director - Levi Strauss Foundation**

*"Greg's combined expertise in business and years of experience in social entrepreneurship around the globe give him a unique understanding about the drivers of social innovation. He has a remarkable ability to distill key strategic insights that explain success and communicate them in ways that are both accessible and inspiring."* - **David Bornstein, Co Founder- SJN, Author "How to Change the World: Social Entrepreneurs and the Power of New Ideas", NY Times "Fixes" Co Creator and columnist**



## Snapshot Take Home Value

1. Learn the process to take a concept from inspiration to ideation to launch
2. Do's and don'ts to launch a social venture
3. A roadmap and toolkit for empowering social impact
4. Dive into a human-centered and systems design approach
5. Learn the presentation skills required to communicate your idea.
6. Certified Social Entrepreneur: At the end of the workshop, each participant will get a certificate from Columbia Business School.

**Students will learn:**

- A social entrepreneurship approach is to creating empathetic, sustainable and scalable change
- A dignified approach to designing “with” as opposed to “for” or “by”
- An overall social entrepreneurship framework for changemaking
- How to effectively collaborate and work in teams
- How to use select change making frameworks with team/community members for creating change
- Select current successful strategies through real life and localized “mini cases” of change making

IN ADDITION, students will be left with the necessary resources to continue on their social entrepreneurship/changemaking journey.