

Social Entrepreneurship Two day Workshop for Young Change Makers

About the program

Columbia Business School's , VFA Social Entrepreneurship two day workshop aims to educate, connect, inspire, and activate the next generation of exceptional social innovators, entrepreneurs and influencers globally.

Soft Skills

- Design and systems thinking
- Global citizenship
- Adaptive leadership
- Collaborative problem solving
- Empathy
- Growth mindset

Take Home Value

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

▶ Testimonials

Thomas Chase, Chile

I would like to thank you everyone and professor Greg for this experience, it was a wonderful experience and taught me a lot about successful entrepreneur and the details and important things to start a business.

Kyra Pahwa, India

"It was just such a new perspective about social enterprise. I absolutely loved it. Professor Greg gave us links to such amazing videos of young change makers which inspired me to make this world a better place."

Manuel Alejandro Vallejo, Honduras

Excellent, very thankful for the opportunity. I had an amazing experience!

Course Overview

This unique new workshop provides high school students from around the world with an inspiring means to learn how to take a social entrepreneurship approach to diagnosing community problems and to designing, implementing and scaling innovative solutions. We leverage our graduate-level content, inspiring videos, dynamic team exercises, social innovation tools and the insights that we've gained from 20+ years of experience leading social change. Our goal is to provide students an enjoyable and inspiring understanding about how to use empathetic and empowering approaches to address society's challenges.

Social Innovation Design Framework

Your Hypothesis + Approach

- Define
- Who are you?
- Who are you constituents?

Diagnosis

- What's the problem/challenge?
- Where are the strengths, gaps + opportunities?
- What are the dynamics of the system?
- What's the current landscape of solutions?

Design

- How's success defined?
- How will you launch + scale?
- What are the key dynamics of your innovation?
- How will you start + maintain your impact?

Contact Us

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📄 [Columbia Program Preview](#)

 Register

Download Brochure

WORKSHOP EVALUATION SURVEY RESULTS

Social Innovation Design for Young Changemakers

January 23rd & 24th (2 Sessions: 6 total "classroom" hours)

50 High School Level Participants (India, South Africa, UK, Turkey et al.)

Draft Survey Results - 17 Respondents

| Survey Questions | Average Score (1 = Strongly disagree, 5 = Strongly agree) |
|---|---|
| I would recommend this workshop to others. | 4.8 |
| The workshop was very valuable for me. | 4.6 |
| I enjoyed the workshop. | 4.7 |
| Within 2 days I believe I gained a much better understanding about how to design social innovations. | 4.6 |

| Student Comments: |
|---|
| A massive thank you. It's been great learning about social entrepreneurship with you during the last two days! |
| It was very nice to interact with people from around the world. |
| I very much enjoyed getting professional guidance and connecting with same-minded people. I am now able to better innovate my social venture that I have began. I would be interested to work in this field more so if you have any suggestions or anywhere I could help, I would be certainly interested. Thank you |
| Thank you so much for this great opportunity! I enjoyed every second of this experience! |
| Thank you so much Professor! This has been a great experience. |
| This was my first time being a TA and I absolutely loved interacting with so many new people and sharing my insights. This course made me realise my core values and my WHY's. Thank you Professor Greg, students and my fellow TA's for this amazing course! It was truly the opportunity of a lifetime. |
| I thoroughly enjoyed the workshop I gained knowledge of social innovations and learnt how and why you should become a social entrepreneur. |
| This has been a great experience and I truly am grateful for this opportunity! |
| I had very wonderful time. And I am very thankful for opportunity to have this workshop |
| I really enjoyed this workshop because it covered the most important aspects of designing social innovations. I think it was beneficial to have an interactive course because it was very engaging and I believe it made it more interesting for many people. It was a great experience, and I would love to continue participating in workshops such as this. Thank you very much for the opportunity! |
| I think it was a great workshop. It really helped me to see the world through the eyes of the people we are trying to reach with social entrepreneurship. |
| I very much enjoyed the workshop and felt privileged to have been able to join. Thank you |
| Thank you professor Greg. I had wonderful time. Your lecture was very interesting. I cannot to wait, to use new learned things in my days. |



LEAD INSTRUCTOR: GREG VAN KIRK

Greg is a social entrepreneur, consultant and educator. He is the founder of SocialEntrepreneurU, is a former Ashoka Leadership Group Member, is a two-time Ashoka Globalizer Fellow and World Economic Forum "Social Entrepreneur of the Year for 2012 (Latin America)". Greg is the principal designer of the award-winning MicroConsignment Model, now being applied globally. Greg has designed social entrepreneurial experiences, taught courses and led workshops for thousands of students and professionals.

Over the course of 20 years he's worked with with a diverse variety of organizations, leaders and communities in more than 25 countries. Greg has designed a broad range of social enterprise ventures including ecotourism, to education, technology distribution, microfinance, and agriculture-focused ventures amongst others. Greg has served as a consultant for organizations such as Deloitte, Levi Strauss Foundation, Solutions Journalism Network, USAID, Chemonics, VisionSpring, Soros Foundation, Church World Service, Inter American Development Bank, Water For People and Fundacion Paraguaya. He also contributes time as "Social Entrepreneur in Residence" at universities and has taught social entrepreneurship at Columbia University, NYU, University of Wisconsin and Miami University.

Greg began working in rural small business development as a Guatemala Peace Corps volunteer in 2001. He worked in investment banking for five years before arriving in Guatemala. Two deals he led at UBS during this time won "Deal of the Year" honors from Structured Finance International magazine. He currently lives with his family in New York City.

PROFESSIONAL RECOMMENDATIONS:

"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**