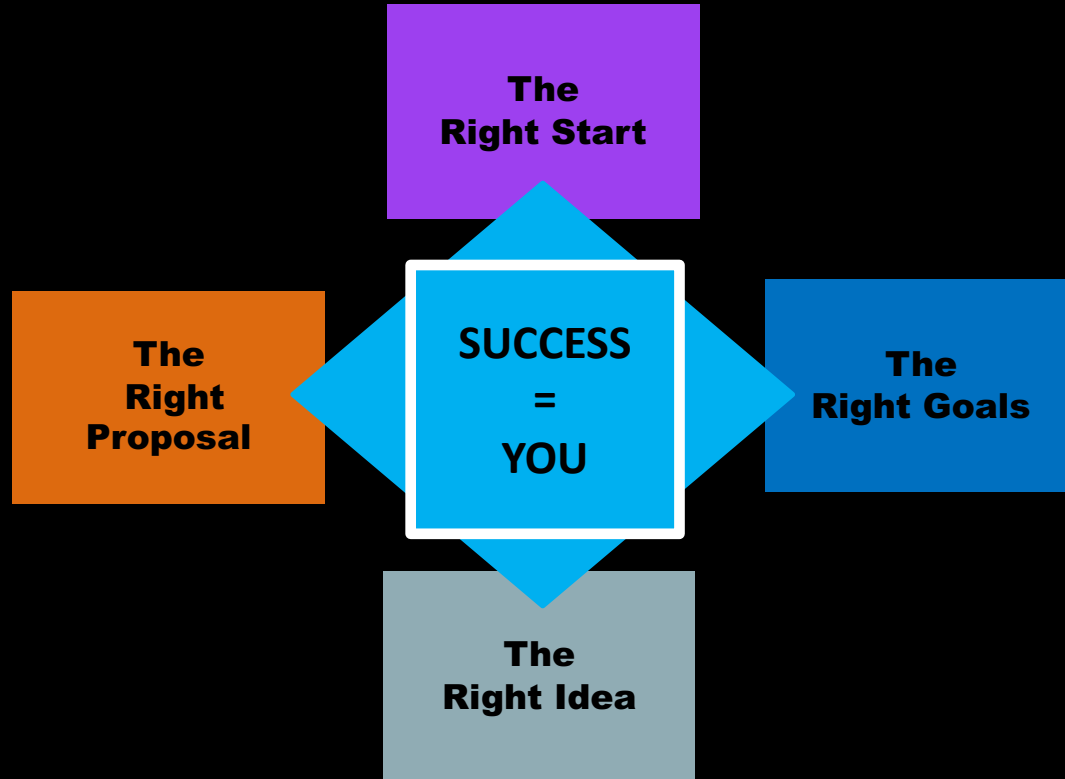


# The Breakaway Social Venture Start-up Framework



# **The Breakaway Social Venture Start-up Framework**

## ***Stage 1***

***Success – It All Starts With You***

# “SUCCESS”

## *It all starts with YOU!*



# “Success” : Measured Through ***Your*** Eyes

Being clear on what social venture “Success” looks like to ***YOU*** is an essential first step in your social venture start-up journey. Once established, you’re entire journey will be orchestrated in a manner which thoughtfully drives towards achieving that “SUCCESS”; “SUCCESS” as defined by you!

The following is a structured self-assessment tool aimed at helping you identify and clarify the personal goals, objectives, and preferences that defines your view of “SUCCESS”.

# Eight Considerations in Defining Your Success



# Where Does Your Interest & Passion Lie?

- What's the general topic area<sup>\*</sup> of you interest and passion?
- What's the profile of the community member who is challenged or in need?
- What Region, County, City, Neighborhood do you want to serve?
- Do you want to directly or indirectly serve the community member?
- Is your social venture start-up focused on developing/improving products or services ?  
(i.e., in serving the community challenge or need area.)
- Do you have a specific preference as to what will be at the heart of these new or improved products or services (e.g., Software, Hardware, Low technology, High technology, High touch/Low touch people approach, etc)?

<sup>\*</sup> See backup slide for a sample list of topic areas

# What Investments Are You Willing To Make?

- Time you are willing to invest per week; Minimum & Maximum?
- Days of the week your willing to work and the schedule you'll keep on those days?
- Money you are willing to invest in pursuing this venture or innovation/improvement program? (Total \$'s in months 0-3, 4-6, 7-18)
- Amount of that investment you are willing to lose? (months 0-6 and months 7-18)
- What other assets are you willing to invest? (e.g., use of a building, car, office equip, etc)?
- Level of risk (financial, emotional, physical, relationship ,etc.) you are willing to take on?
- Amount and nature of stress you are willing/ not willing to take on?
- Level of investment (time or \$) you are willing to make to learn or acquire new skills?
- In what ways are you willing to work collaboratively with others in helping create your venture?

# What Else You Are You Willing & Able To Bring?

- What skills and experiences will you contribute to the venture's creation and start-up efforts? What skills and experiences do you need that you don't possess?
- What is the size and nature of your *personal* network? How much of this are you willing and able to leverage in designing & developing your social venture? What about your *professional* Network?
- What mentoring and coaching skills will you bring to the team you pull together to help in your social venture start-up efforts? What mentors and coaches (and in what topic areas) do you want to make sure are part of the team?
- How flexible and agile are you willing to be as you go about identifying and creating your new social venture start-up? Any limits to the level of flexibility or agility you are willing to commit to? If yes, what are the limits and why?



# What Impact Do You Want To Make?

- What level of impact do you want your social venture start-up to have?

➤ *Versus a “do nothing” baseline assessment of the current social need, problem, or challenge’s impact*

➤ *Assessment considers the financial, emotional, physical, investments, costs being made and the range, size, and volume of the benefits and value being delivered to your targeted audience and/or clients.*

## Impact Goal:

- 0 to 25%
- 26-50%
- 51-75%
- 76-100%+

Risk You Are  
Willing To  
Take

# What Risks Are You Willing To Take?

- What level of risk you are willing to take across each of the following categories?
  - *Financial and Financial Liability*
  - *Physical/Health*
  - *Emotional*
  - *Relationship/Reputation*
  - *Safety*
  - *Other risk you are concerned about?*

# What Do You Want In Return?

- What emotional reward are you seeking? (e.g., Level of, Type of, Source of)
- What “net” Financial returns (i.e. Revenues less Expenses) do you want to realize?  
Minimum as well as ideal:
  - *X\$/Hr, X\$’s/week, X\$’s per month, X\$ per year?*
  - *During first 6 months,? Second 6 months? Month 13-24? Annually thereafter?*
- What “net” Financial returns , stated as a % of Net Assets invested, do you want to exceed?
- What types of individuals do you want to work with
  - *Experienced vs not. Working vs retired. Optimistic-Realistic-Pessimistic in nature. Volunteer vs paid. Highly Flexible vs not. Technical experts vs generalists. Followers vs leaders. Aggressive vs passive. Fun-loving vs serious. Age-Maturity. Analytical-Assertive-Amiable-Expressive . Clarifier- Ideator - Planner- Implementer. Coach-Mentor. Variety of interests /experiences. Students vs graduates. Etc.*
- What “Fun factor” do you desire? A lot-A Little? Within work environment vs outside it?
- What level and type of recognition are you looking to get and give? Private vs public?  
A Lot or a Little? From team? From Partners? From Stakeholders? From the Community?

# What Stakeholder Value Advocacy Goals Do You Have?

- What important stakeholder impacts do you want to broadly advocate to achieve?
- What is your preferred Stakeholder engagement /relationship model? (e.g., partner, collaborator, advocate, as needed transactional; as needed, regular-ongoing)
- Do you have any specific ecosystem stakeholder relationship changes or reward systems changes, you intend/desire to impact (positively or negatively)?
- Will you be willing to sub-optimize your Venture's solution impact/outcomes to avoid major ecosystem stakeholder /stakeholder group disruptions?
- What specific stakeholder advocacy activities do you want to pursue? avoid? (if any)

# Your Leadership Style, Role, & Culture?

- You preferred team role? (i.e., Ideator, Researcher, Planner, Implementer/Doer ?)
- What is your desired leadership style? Authoritarian Leadership (Autocratic), Participative Leadership (Democratic), Delegative Leadership (Laissez-Faire), Transformational Leadership (Visionary/motivator), Transactional Leadership (Task assignment/completion focus), Situational Leadership (style flexibility across team and by individual)?
- If there is a difference between a team member's Expertise/Experience level and the member's ability level in regards to being Self-directed, self-motivated, and results oriented , which area would you prefer to deal with if it was a weakness ?
- What is your desired communication style and frequency? and of others?
- Do you have a specific team and/or company culture you want to create and sustain? What work behavior norms, reward system structures, interpersonal relationship norms, etc. are important to the culture you desire to create? (If any)