

Dates

June 20 - July 2, 2010

Application Deadline

May 14, 2010

Tuition

Tuition is determined on a sliding-fee scale based on your organization's most recent annual budget.

Tuition includes accommodations, meals, and materials.

See website for details.

EXECUTIVE PROGRAM IN SOCIAL ENTREPRENEURSHIP

Social entrepreneurship is a phenomenon that has captivated the public, the media, activists, philanthropists, and social change agents alike. Around the world, social entrepreneurs are revolutionizing approaches to problems in education, the environment, poverty, healthcare, and social justice.

The Executive Program in Social Entrepreneurship is a groundbreaking new program tailored to the needs and challenges facing successful social entrepreneurs. The curriculum is tailored to help participants take enterprises and innovative models to the next level by refining their innovations and leveraging their impact.

KEY TAKEAWAYS

- Enhanced understanding of the mechanisms of social innovation
- Better appreciation of the key features and principles underlying the “business models” of successful social entrepreneurial ventures
- Improved ability to lead rapidly growing organizations and foster and sustain an entrepreneurial culture
- New skills for building relationships and alliances across nonprofit, public, and private sector boundaries

CONTENT OVERVIEW

While grounded in a broad general management foundation, the Executive Program in Social Entrepreneurship is distinctive in the cutting edge topics addressed, including tapping the social capital market, balancing social and economic value, blending nonprofit and for-profit legal forms, sustaining innovation, leveraging social innovations through technology, and creating effective cross-sector partnerships. The program also incorporates pioneering research from Stanford's world-renowned Center for Social Innovation.

WHO SHOULD ATTEND

This program is appropriate for founders, CEOs, and senior-level professionals of for-profit and nonprofit ventures that aim to achieve social, environmental, economic, and financial impact through their products, services and other business practices, and the organizations that fund them.

HIGHLIGHTED SESSIONS

Social Entrepreneurship: Managing with Power

Social entrepreneurship entails creating change, often both within organizations and across organizational boundaries. But the status quo frequently has numerous supporters, who benefit from current conditions and circumstances. That means influence skills are critical for getting things done. This session considers how to “manage social entrepreneurship with power,” focusing on cases and leaders who have successfully accomplished large system change in health care, education, and work-family policies, and learning about influence strategies and tactics and why and how they work.

Social Entrepreneurs: Correcting Market Failures

When important social problems are not solved or social needs go unmet due to neglect or inaction in the private sector, even though the technological, financial, and human means exist to address these problems or needs, economists call this a “market failure.” This session will draw on a Stanford developed videocase to explore the innovative ways in which three remarkable social entrepreneurs have adapted the best of contemporary business practices and embraced market principles in developing products that create social—as well as economic—value. The analysis will focus on the key features of these alternative “business models” including cost structure and affordability, accessing intellectual capital, and the role of cross-sector partnerships.



SAMPLE DAILY SCHEDULE

- ① **Breakfast**
Full breakfast served in Schwab Residential Center
- ② **Morning Session I**
Competitive Strategy & Sustainability: Evaluating and Managing Earned-Income Ventures
- ③ **Morning Session II**
Corporate Strategy: Managing the Multi-Business Social Enterprise
- ④ **Morning Session III**
Social Entrepreneurship in Developing Economies
- ⑤ **Lunch**
Buffet lunch with optional patio dining
- ⑥ **Afternoon Session I**
Entrepreneurship as a Solution to Poverty
- ⑦ **Afternoon Session II**
Design for Extreme Affordability
- ⑧ **Dinner**
Cocktail reception followed by a served dinner
- ⑨ **Evening**
Study group discussions and networking with participants

www.gsb.stanford.edu/exed/epse



STANFORD
GRADUATE SCHOOL OF BUSINESS

"I previously attended a one-month executive education program at another prestigious university and got so much more out of these few days at Stanford than I did in 30 at the other school. The Executive Program in Social Entrepreneurship was more practical and directly applicable to my job, as well as very inspiring and motivating."

* KAREN DOYLE GROSSMAN / SENIOR DIRECTOR, SOCIAL INNOVATIONS / MERCY CORPS

FACULTY DIRECTOR



James A. Phills, Jr., Professor of Organizational Behavior (Teaching) and Claude N. Rosenberg Jr. Director of the Center for Social Innovation, focuses on organizational and societal learning in a wide range of settings, including strategy formulation and implementation, creative and artistic endeavor, and public policy.

OTHER STANFORD FACULTY

William P. Barnett

Thomas M. Siebel Professor of Business Leadership, Strategy, and Organizations; Senior Fellow, Woods Institute for the Environment at Stanford; Director of the Center for Global Business and the Economy; BP Faculty Fellow in Global Management

Robert A. Burgelman

Edmund W. Littlefield Professor of Management

Deborah H. Gruenfeld

Moghadam Family Professor of Leadership and Organizational Behavior

Chip Heath

Thrive Foundation for Youth Professor of Organizational Behavior

James M. Patell

Herbert Hoover Professor of Public and Private Management; Codirector of the Product Realization Network at Stanford; Susan Ford Dorsey Faculty Fellow for 2009-2010

Jeffery Pfeffer

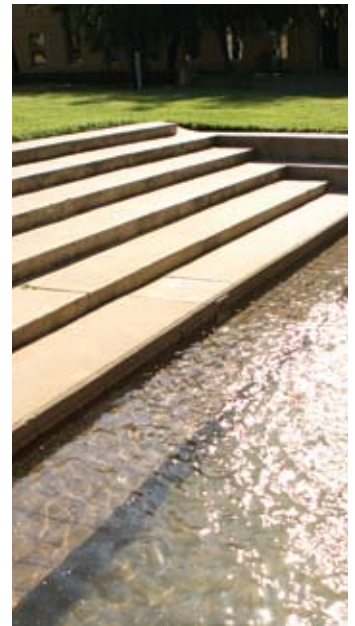
Thomas D. Dee II Professor of Organizational Behavior

WHY STANFORD?

The Executive Education programs at the Stanford Graduate School of Business propel individual careers and deliver lasting value to organizations that sponsor participants. From open enrollment offerings to customized learning experiences, we continue to transform today's executives into tomorrow's innovative global business leaders.

Over its nearly 80-year history, the Stanford Graduate School of Business has earned a reputation as a global leader in management education. Our faculty, which includes three Nobel laureates, distinguishes itself by focusing on world-class business research and engaging teaching. At the same time, our 30,000+ alumni and former executive program participants lead some of the world's most prominent and promising organizations, from Global 500 businesses to forward-thinking nonprofit enterprises to pioneering startups.

Stanford's unique environment creates an executive learning experience unlike any other. The School's global reputation draws a geographically diverse participant population from countries throughout the world. From the Ricardo Legorreta-designed Schwab Residential Center to the graceful, Spanish-inspired architecture, Stanford's beautiful campus and temperate climate serve as the perfect setting for executives looking to detach, reflect, and recharge. In addition, Stanford's location in the heart of Silicon Valley immerses participants in a legendary culture of innovation. In the words of a past executive participant, "Stanford is a place of non-stop learning."



CENTER FOR SOCIAL INNOVATION

The mission of the Center for Social Innovation is to build and strengthen the capacity of individuals and organizations to develop innovative solutions to social problems for a more just, prosperous, and sustainable world.

The Center promotes the mutual exchange of ideas and values across sectors and advances solutions through a unique combination of multidisciplinary research, teaching that extends beyond the classroom, and engagement with those who lead social change.