

Social Innovation

Who is a Social Innovator

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Social Innovation

The schedule

- ~~Week 1: Definition and Concept of Social Innovation~~
- ~~Week 2: Theories and Frameworks of Social Innovation~~
- ~~Week 3: Types and field of Social Innovation~~
- Week 4: Who is a Social Innovator?
- Week 5: Design Thinking
- Week 6: Designer's mindset

Social Innovation

The schedule

- Week 7/8: New Business Models
- Week 9: Integrating social into business models
- Week 10: Turning ideas into minimum viable product
- Week 11/ 12: Sustainability and Social Innovation
- Week 13: Network and capacity building
- Week 14: Supporting social Innovation
- Week 15/ 16: Good practices in Social Innovation

Social Innovation

Who is a Social Innovator?

Contents

- Who is a Social Innovator?
 - Qualities
 - Traits
- How to develop yourself into a social innovator?
 - Tools
 - Techniques

Learning Objectives

- To understand the qualities and traits of a social innovator
- To be able to develop these qualities and traits
- To learn the tools and techniques required to be a social innovator
- To be able to develop the tools and techniques

Who is a Social Innovator?

- Someone working on a socially innovative idea
- Social innovators are change agents
- Social Innovators are leaders
- Social Innovators are transformers

Qualities of a Social Innovator

- You fail and you stand up
- Empathy
- Observant
- Open to critics

Qualities of a Social Innovator

- Optimism
- Learn to adapt to VUCA environment
- Iterate, Iterate, Iterate

Qualities of Social Innovator

- Collaborate
- Cooperate
- Be a good listener

Qualities of Social Innovator

- Be flexible
- Have a growth mindset
- Curious

Are you a Social Innovator?

- If you have a social objective in mind
- If you are thinking in the long term
- If you want to make a positive impact
- If you are aware about the issues

Some important points to consider

- Social innovation is a catalyst for develop, growth and creation of positive impact in the society
- Social innovators are individuals or organizations that help bring positive change in the society
- Social Innovators are those who understand the concept and the mentality

Approaches to developing Social Innovators

- Social Identity approach
 - Social identity theory is an interactionist social psychological theory of the role of self-conception and associated cognitive processes and social beliefs in group processes and intergroup relations (Hogg, M.A., 2016)

Approaches to developing Social Innovators

- Social Efficacy (degree that people believe in their abilities to perform) approach (Bandura, 1997)
 - Mastery experiences - performance, practice
 - Vicarious experiences - observation of others, comparison, observation of self
 - Verbal persuasion - encouragement, feedback, self - talk
 - Physiological and affective states - inhibiting, facilitative (<https://www.frontiersin.org/articles/10.3389/fpsyg.2016.01486/full>)

Tools for Social Innovators

- Collective Impact initiative
- The Business model
- The value proposition canvas
- Non - profit, For - profit or Hybrid organization

Collective impact initiative

<https://toolsforsocialinnovators.com/2019/02/22/collective-impact-explained/>

- A common agenda
- A shared measurement system
- Mutually reinforcing activities
- Ongoing communication
- An independent backbone organization

Takeaways from this session

- The qualities and traits of a social innovator can differ
- It is a gradual process and comes with perseverance and iteration
- As a social innovator, you need to be able to relate to all the context in society

Our learning for next session

- Design Thinking
 - Its process
 - Different thinking types
 - Its relation to social innovation

References

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Thank You!