

# **Socialpreneur Leadership Course Lesson Overview**

[www.xtremebusinessinternational.com](http://www.xtremebusinessinternational.com)

[www.socialentrepreneurforum.com](http://www.socialentrepreneurforum.com)

Each in-class lesson last for 2 hours and consist of class discussion and group activities.

**Course Objective:** Participants will learn how to apply socially sustainable practices to new and existing business models. Participants will learn efficient ways to increase profits as a result of providing products and services that assist in the elimination of social problems. Participates will be able to create mutually beneficial partnerships between themselves and the communities they live and work in.

## **Lesson 1**

### **Socialpreneur Philosophy and Characteristics of Social Entrepreneurs**

This lesson covers the philosophy of social entrepreneurship and launches participants immediately into the action of reinventing their business model so it incorporates socially sustainable practices.

## **Lesson 2**

### **Reframing the Mission, Vision and Values for your Organization.**

In this lesson participants reengage their organizational, mission, vision and values to make sure they are in alignment with their personal mission, vision and values. Goals will also be set to ensure these virtues are carried out in daily operations.

## **Lesson 3**

### **Self-leadership, Enrollment and Registration**

In this lesson participants discover their leadership style as it relates to themselves and others. Participants will overcome limiting beliefs about self-disciple and learn the best practices for impacting entire communities. They will also learn how to enroll community and business leaders into their vision for the world and ensure proactive participation.

## **Lesson 4**

### **PR, Marketing, Branding, and Social Media**

In this lesson participants will learn systems for rebranding their organization and getting the word out about their company and the social problem they are eliminating. Participants will be given access to cost effective techniques for PR and marketing. They will also learn to apply the latest social media strategies.

## **Lesson 5**

### **Methods of Funding, Structuring, and Creating Alliances for Social Enterprises**

In this lesson participants will learn innovative ways to fund and choose the best legal entity for their enterprise. This lesson will also discuss the importance of strategic alliances and how to successfully maintain them.