



# Entrepreneur – Social Innovation Start-up

**SALARY RANGE (2017):** \$40,560–\$122,005<sup>i</sup>

I started my own business to focus on making a difference to young people. As an entrepreneur, I'm part financier, part product manager, part human resources manager, part market researcher, and I'm always selling my vision. In this job, I need to have confidence in my vision, the ingenuity to deliver my vision within limited means and the enthusiasm to effectively tell the story and move others to action. I also need enough humility to adapt my solutions to changing market conditions and feedback.

**The Tip:** Don't get a mentor. Get *mentors*. No single person has all the answers. I find the real learning isn't in what they agree on, it's what they disagree on. This is where you can really start to ask hard questions.

## PRIORITY KNOWLEDGE AND SKILLS:

### Advanced Research & Analysis Skills

- Formulating research questions
- Ability to critically analyze literature
- Ability to develop and execute qualitative research
- Ability to synthesize key themes from multiple sources

### Contextual Knowledge

- Knowledge of human behaviour
- Understanding of context and values of audiences
- Essential understanding of topics and themes as they relate to an audience

### Advanced Communication Skills

- Formulate and defend positions
- Sensitivity to how communications is shaped by circumstances, authorship and intended audience
- Formulate and defend positions
- Apply written vocabulary to audience

### Evidence-based Storytelling Skills

- Ability to use research to develop an evidence-based story
- Ability to generate story ideas
- Ability to identify target audiences
- Ability to create compelling narratives across media

### Additional Skills

- Excel in defined core transferable skills with a focus on transdisciplinary systems thinking, adaptive thinking, communication, organizational and interpersonal skills
- Fundamental business acumen

## BUILDING BLOCK EXPERIENCES:

### Education & Learning:

- Bachelor of Arts (English) with a minor in social innovation
- Bachelor of Education. Completed additional courses and professional development in guidance counselling.
- Master of Business Administration (entrepreneurship)

I followed my passion into a degree in English and then a B.Ed. What gets me up in the morning is making a difference to young people. As a guidance counsellor, I identified opportunities to enhance our school's program delivery through process innovation. This led me to complete my M.B.A. in entrepreneurship and pursue my mission to change the world

<ul style="list-style-type: none"> <li>• A commitment to being a lifelong learner. I read one book a month.</li> <li>• Listen to the Stanford Social Innovation Review <a href="#">SSIR podcasts</a></li> </ul>	<p>through social innovation.</p>
<p><b>Employment Experiences:</b></p> <ul style="list-style-type: none"> <li>• Guidance counsellor for six years</li> <li>• Founder of a social innovation start-up focused at developing digital support for career counselling and training. Secured a three-year government grant to fund pilot</li> </ul>	<p>Experience as a guidance counsellor set the stage for my career change. The change wouldn't have been possible without my background in counselling. My career pivot was less about a long-term plan and more the result of learning about myself and what I can do for the world.</p>
<p><b>Community Experiences:</b></p> <ul style="list-style-type: none"> <li>• Since my second year of university, I have spent one week a year volunteering at a school overseas. For the past four years, I've coordinated the trip.</li> </ul>	<p>A passionate professor in university introduced me to this field school program where I still spend one week a year abroad mentoring young teachers and educators.</p>
<p><b>Contextual Experiences:</b></p> <ul style="list-style-type: none"> <li>• Worked in both big and small organizations</li> <li>• I am a passionate believer in Margaret Mead's principle that "...a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has."</li> </ul>	<p>I discovered I loved being a guidance counsellor, but the system and structure limited my impact. My contextual experience allowed me to develop the ability to reflect on how to maximize my impact.</p>
<p><b>Relationships:</b></p> <ul style="list-style-type: none"> <li>• Developed a diverse team of mentors inside and outside of education. This includes senior people in education, entrepreneurs and professors.</li> </ul>	<p>The diversity of my mentors often creates internal conflict and challenges. This is a good thing. I see how building a uniform mentor team of people "just like me" can be comforting, but I found it to be a poor strategy. I now use mentors to challenge what I think I know.</p>

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<sup>i</sup> This is the national range for Canada. Refer to <http://www.payscale.com/>