

## Activity 1.17 Golden Circle (Social Enterprise)

### Module: 1. Identity and Culture

Duration: 30 Minutes

**Social Development Themes:** Social Enterprise

#### Summary

Participants practice communicating with each other WHY they do what they do, clearly defining what the social mission of their social enterprise (or idea for a social enterprise) is.

#### Learning Outcomes:

Understand the key principles of social enterprise

#### Approach:

Ask participants to chat to a few other participants and share with each other some information about their organisation and their role. After a couple of rounds - get some general feedback on what people shared.

**WHAT** - Most will tell you about WHAT that organisation does – the product that organisation sells or the services they offer. For an individual, it is their job title or roles.

**HOW** - Some may also tell you about the HOW, the Hows are an organisation's or individual's strengths, values or guiding principles. These are the things they feel set them apart from their competition; the things they think make them special or different.

**WHY** - Very few people and very few organisations can clearly articulate Why they do what they do. Why is a purpose, a cause or a belief. It provides a clear answer to the questions, "Why do you get out of bed every morning?" "Why does your organization exist?", "What social issue does it address?" and "Why should that matter to anyone else?"

Ask the group to spend a few minutes on their own, or in pairs thinking about WHY they do what they do; once participants have had a chance to think about the WHY invite them to move around the room and share once more the WHY with other people in the group, to crystallise the WHY (the purpose) of their social mission.

Making money is NOT a Why. Revenues, profits, salaries and other monetary measurements are simply results of what we do.

The Why is about our contribution to impact and service to others. The Why inspires us.

Leaders and organizations with the capacity to inspire all think, act and communicate from the inside-out. They start with their Why. When they communicate their purpose or cause first, they communicate in a way that drives decision-making and behaviour. In groups ask the participants to tell each other again about their organisation and role starting with the WHY.

#### Debrief:

- Ask the participants what they thought of the activity.
- Did it make a difference when the organisation was described from the inside out WHY first?
- Do their staff and stakeholders clearly understand the WHY?
- Will they alter the way they describe their organization social enterprise?

When an organisation, be it a social action project or social enterprise is clear about its purpose or its WHY, everyone, from employees to customers, can understand it. This clarity invites everyone who interacts with the organization to become champions of the cause, should they choose. Ideally, this clarity starts at the top of the organisation and moves through the project / company. It can inspire people to create products, services, solutions and marketing that brings the WHY to life. When everything you say and do echoes what you believe, you end up with an engaged community and staff, a successful project/social enterprise and importantly it will be achieving its social objectives.

A video of Simon Sinek and the Golden Circle is available on [TED TALKS](#)

Full details along with resources are available for free at [www.startwithwhy.com](http://www.startwithwhy.com)