

WHAT IS A SOCIAL ENTREPRENEUR?

It's someone attuned to both business and the big picture; who applies his or her business expertise to create social value; and who provides smart solutions to community problems by thinking like an entrepreneur. Above and beyond business "as usual," they can leverage their skills and resources to address serious needs, expand their impact and bolster the communities, neighborhoods, schools and services in the places they do business.

There are studies that show a 20% increase in revenue for businesses when there is a cause tied to their business. Consumers will be more willing to purchase products or services when the social cause resonates with them.

Our methods, framework and support system are focused on helping entrepreneurs make a practical, positive and lasting impact while developing strategic alliances.



**YOUR SUCCESS IS OUR SUCCESS, AND
TOGETHER WE WILL CREATE WEALTH
AND SUSTAINABLE ECONOMIES.**

ISE MENTORING SERVICES

Our goal is to grow with your business or venture. The Institute provides customers with access to ongoing mentoring services that are tailored to the needs our clients. The services often include:

- Manage Organizational and Staff Development
- Assist with Access to Capital, Financing or Funding
- Customize Program & Training Development
- Design of Social Entrepreneurial Based Venture

ISE has generated over \$500,000 in incremental income for the 30+ business and organizations that have built profitable ventures and sustainable communities under our guidance. Each year our client base increases, and our customers have returned to us as their business has thrived from our consulting and guidance.



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PURSuing THE GREATEST OPPORTUNITY



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THE INSTITUTE FOR SOCIAL ENTREPRENEURSHIP
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WHO ARE OUR EXPERTS?

President and CEO David Dey

is one of the nation's foremost experts in social entrepreneurship. As professor, consultant and author, with 20 years of experience as a community developer, he has built ISE's curriculum, materials and proven methodology to help businesses succeed in growing and giving back. With expertise in securing resources to launch, grow and manage business, David helps entrepreneurs develop and execute winning business concepts through interactive programs and workshops.



DAVID DEY



JULIE KAZMIERSKI

CIO (Chief Impact Officer)

Julie Kazmierski has 30+ years in a key roles as a successful entrepreneur, highly decorated sales career with expertise in customer service delivery, leadership development and organizational management. Julie specializes in strengthening businesses through coaching, training and recruitment. Applying insight in program design and development, sales and marketing, presenting and business consulting, Julie helps entrepreneurs build talent and hone their skills.

SUCCEED AT EVERY LEVEL

What's your cause venture? **// FIND SUCCESS AND A WAY TO GIVE BACK**



We can help you identify a cause that positively impacts the community while making a profit—the “cause venture” that’s a key facet of social entrepreneurship. Entrepreneurs who carve out time and effort to address social needs will see growth in their bottom line and community impact. We have helped businesses pinpoint the causes to which they can connect and develop strategy to solve problems and meet needs by applying their skills, resources and acumen.

As your business grows, ISE will provide ongoing mentoring and special project consulting, defining the scope and customizing programs for the ventures that arise from your innovation. Should you need a training program of your own, we will develop the curriculum.

Our team is also readily available to help customize unique programs and ventures that need a curriculum design or any other facet that involve the exploration of ventures.

// Phase 1: **ASSESSMENT**

ISE's proven process to help your business succeed and connect to change starts with an online, 15-minute self-assessment. ISE will use the results of this assessment as a springboard to create a robust business plan that will maximize assets, build on opportunities and fill crucial gaps in every stage of your business, from inception to expansion. The results will also allow us to make strong recommendations on the kinds of talent you need to recruit to your team. At that point, you are poised to make the most of our curriculum and mentoring.

// Phase 2: **KNOWLEDGE SHARING**

Our acclaimed, interactive business-learning lab is your key to success in filling gaps, leveraging opportunities and implementing your ideas. “The Journey” is a 7 module hands-on, interactive lab with modules that covers a range of topics in just 50 hours: identifying your opportunity to create social change, developing your business and marketing plan, gathering resources and launching your business. This is your incubator at any stage to refine your business and social strategy, with both multi-media team-learning and one-on-one mentoring.

// Phase 3: **BUSINESS TOOL SERVICES**

ISE provides tools to support all entrepreneurs at any and all stages of their business life cycle. Business plan creation support will help clients secure financing, investors and partners. Market research and marketing plan development provides market analysis and strategy, initiatives and a budget—exemplifying how your company will meet needs and make a difference. Resource and team development supplies team building and access to an extensive network of professionals. New product and service ideation development to help generate and develop new ideas for revenue.