

# SERVICEUNITES

Conference on Volunteering and Service

Washington, D.C. • June 19 - 22, 2013

## (4115) Incubating Innovation: Why and How to Build Social Entrepreneurs Within Your Company

Convened by:

POINTS  
OF LIGHT 

Title Sponsor:

CHASE 

Points of Light Enterprises: HandsOn Network \* generationOn \* Corporate Institute \* AmeriCorps Alums



Mathew Paisner  
Antoinne Machal-Cajigas



Graham McLaughlin



GROUND CONTROL  
SFO → LHR

Growing STEM in Emerging Economies

TRANSATLANTIC  
SFO → LHR

Meeting U.S. Demand  
Talent Globally

UnGrounded

BRITISH AIRWAYS

WINGSPAN  
SFO → LHR

Expanding  
STEM

ALTITUDE  
SFO → LHR

Fostering Women  
in STEM



# So·cial En·tre·pre·neur·ship (*n*)

Individuals driven by a mission to find new & creative solutions to social problems



Social entrepreneurs are not content just to give a fish, or teach how to fish. They will not rest until they have revolutionized the fishing industry.

- Bill Drayton, Founder & CEO of Ashoka



# History

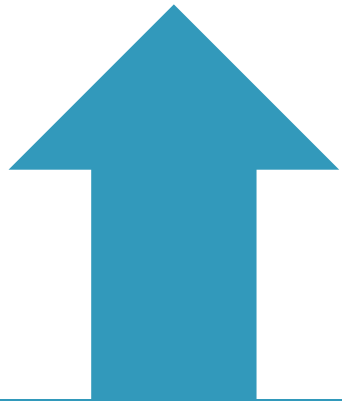


# The Benefits

443M

1.1M

400K



EXTERNAL  
IMPACT

2/3



EMPLOYEE MORALE &  
CULTURE

2.6B



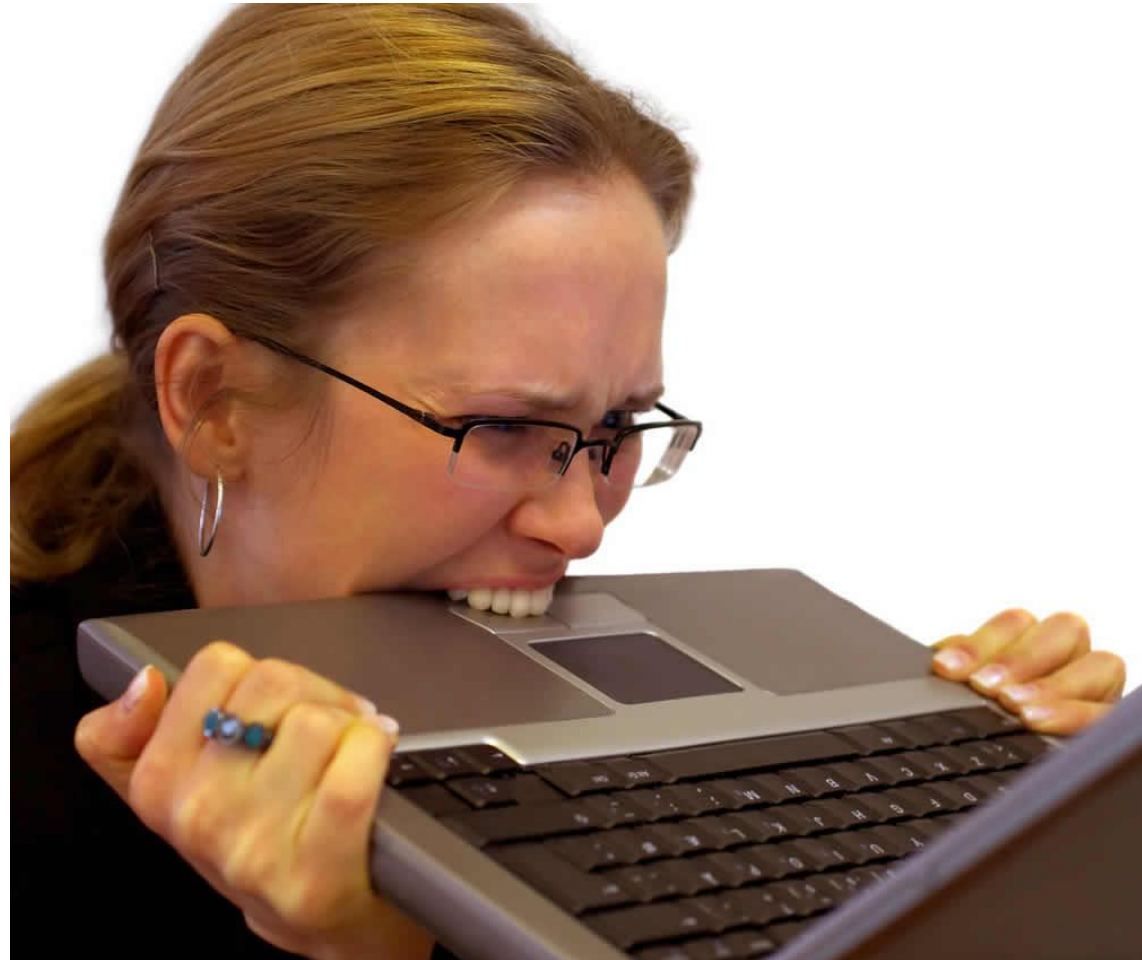
NEW GROWTH  
OPPORTUNITIES

70%

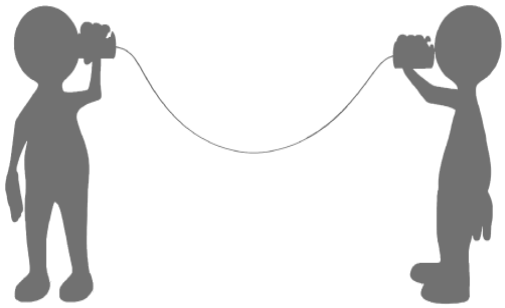


MAINTAINING &  
IMPROVING BRAND

# Why Is This Hard To Do?



# Best Practices

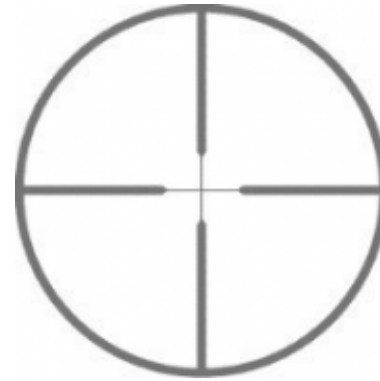


**COMMUNICATE**



**LEVERAGE**

(Company Structure, Your Network, & Subject Matter Experts)



**PILOT  
PROGRAM**



**ARCHER'S  
PARADOX**

# Key Insight



Rather than let job titles get in the way, if you see an opportunity for change, seize it! Start a pilot program and prove out the idea!



- Social Innovation Summit 2012, Mountain View, CA



# For More Information

Please contact us, we'd love to help!

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