

## Blog.

SHARE A STORY IDEA H

## LATEST POSTS

MONDAY NOVEMBER 20, 2017

Four Bottom-up Solutions 1  
Strengthen Land Rights in  
Emerging Markets

FRIDAY NOVEMBER 17, 2017

Toilet To Tap: Solving the C  
Water Crisis With Wastewa

THURSDAY NOVEMBER 16, 2017

Beyond the Beach: Explori  
Partnerships for Sustainab  
Tourism

## TWITTER

**@NextBillion**Press release via @UN  
#China consolidates p  
as global leader on gre  
finance, says new rese  
<https://t.co/kSj6JNhAR>**@NextBillion**About 70% of  
#domesticviolence iss  
70% of court cases in  
#Bangladesh are root  
#propertyrights, say...  
<https://t.co/WJdXohkv>**@NextBillion**1 way to ensure #landr  
"Develop digital tools t  
document, store, & an  
land & resource rights.  
<https://t.co/iZtxqAOfAo>

## NEWS

VIEW M

MONDAY NOVEMBER 20, 2017

Study says keeping 1 billion  
people in the dark costs pc  
countries dearly

MONDAY NOVEMBER 20, 2017

FRIDAY  
OCTOBER 20  
2017

ALANNA SOUSA

## Adding the Secret Sauce: The Recipe for Turning Young Social Entrepreneurs into Impactful Leaders

If you asked entrepreneurs to name someone who made a positive impact in their lives while they were growing up, many of them would probably name a teacher. But how many of them would name a coach and/or a mentor? Knowing what I know today, I would. Here's why.

When I first heard the word "*entrepreneurship*" I couldn't even pronounce it, even though I grew up in a family of businessmen and women. That was six years ago and the word was barely used in Brazil, where I am from. Yet as quickly as I learned how to pronounce it, I fell in love with its meaning – especially when I heard about "*social entrepreneurship*."

I've always been passionate about helping others, and the inequalities of the world – along with my own privileges – felt like a burden to me. I wanted to do something meaningful. So, with my father to back me up, I opened up what I called a "*consultancy for social impact*." The idea was to bring together the best of both the profit and nonprofit worlds through trainings, project management and fundraising.

However, with very little background in the business field (I graduated from law school) combined with starting a *social business* in a city where people hardly ever used the word *entrepreneurship*, my idea didn't go too far.

At first, I couldn't understand why things didn't go as planned. After all, I had such a clear purpose.

## FROM FAILURES, A VITAL LESSON

With absolutely no guidance, I had to learn the hard way that building a business is different than opening a company. My failures taught me that it's vital to create a sustainable business model that considers not only what makes sense in your mind but what the local market actually needs. What I had tried to sell not only didn't correspond to what I could really deliver, it was also not what the people I envisioned as my clients wanted.

I wish I had had a mentor to tell me all that and guide me on my lonely journey. It was only years later that I learned about coaching and went through a comprehensive process that helped me assess my own strengths and weaknesses as the leader of my organization and, eventually, of my own life. By then, it was far too late to make things work for my business.

## UNIQUE LEADERSHIP ASSESSMENT TOOL

Luckily, that is not the case for the fellows at the [Global Good Fund](#), where I work now.

Our co-founders' many years of experience led them to realize that the combination of a few ingredients with a secret sauce on top of it all is what is needed to develop global social entrepreneurs into impactful leaders. Far from promoting an idea of a mathematical equation leading to success, what we offer is a 12-month fellowship program for young entrepreneurs, from across the globe, who are dedicating their lives to tackle the world's most urgent social challenges.

At the Global Good Fund, we don't believe in magic. Instead, we believe in the willingness to do good combined with hard work. But as important as these factors are, they are not everything. Our team knows that creating a positive social impact in the world needs not only a deep and clear sense of purpose – a “why” – but also, and very importantly, a strategic plan on *how* to create and deliver impact – a “what.”

Our programs are designed for and by social entrepreneurs and use a first-of-its-kind leadership assessment tool, [the 360 MIRROR](#), specifically designed for social entrepreneurs. It's a behavior-based assessment of the skills and values associated with great leaders; a survey that combines feedback from a fellow's own network to help them learn about their leadership traits. It helps them find out what they, as leaders, do well and where they can improve in order to increase their organization's development. In other words, it's the kick-off of our fellows' development.



## A PLAN, A COACH AND A MENTOR

The results of this assessment are then transferred into a *leadership plan* that is completed within the 12 months of the program. We absolutely trust the efficiency of these two tools, but we are also very aware of the importance of offering some guidance throughout the process. That's where our secret sauce comes in. We match our fellows with a *leadership coach* and an *executive mentor*.

The coaches help our fellows read the results of their leadership assessment and act based on those results, helping them set strategic goals that will, later in the program, be implemented with the guidance of the mentors. These dynamics happen in virtual monthly meetings that serve to keep fellows accountable for their tasks and on the track they envisioned for themselves.

These three resources – the leadership plan, leadership coaches and executive mentors – in combination with our fellows' goal to make a positive social impact in their communities, form the pillars of our fellowship programs.

This sense of togetherness is what builds our brand. We know that, as social entrepreneurs, our fellows will try and often fail. But their coaches and mentors will be there to ask them what they learned from their mistakes and will guide them back to their journey of positive social impact.

We have seen many social entrepreneurs do great things in the world, but they haven't done it alone. And even though many of our fellows have already established a strong team for their organizations, supporting them with an extra four hands of experienced leaders adds to their growth as impactful global leaders.

[Alanna Sousa](#) is the program manager at the Global Good Fund.

Press release: China consolidates position as global leader on green finance, says new research

MONDAY NOVEMBER 20, 2017

Viewpoint: Impact funds not scaling fast enough in India

MONDAY NOVEMBER 20, 2017

Trocafone raises \$15 million to expand its used electronics marketplace in emerging markets

## CALENDAR [VIEW MORE](#)

MONDAY NOVEMBER 20, 2017

International Workshop on Global Health Procurement Supply Chain in Conflict & Fragile States

MONDAY NOVEMBER 20, 2017

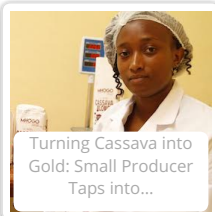
Roundtable: De-Risking and International Remittances - Challenges and Solutions

## POST ARCHIVE

[SELECT YEAR](#)

Photos courtesy of the Global Good Fund.

### You May Also Be Interested In:



19

CATEGORIES / Entrepreneurship


TAGS / Base of the Pyramid, education, skill development, social enterprise, social entrepreneur, social entrepreneurship, social impact, startup, Women

0 Comments **NextBillion**

Login

Recommend Share

Sort by Oldest

 Start the discussion...

LOG IN WITH

OR SIGN UP WITH DISQUS ?

Name

Be the first to comment.

Subscribe Add Disqus to your site Add Disqus Add Privacy

ABOUT JOBS CALENDAR CONTACT

NEWSLETTER SIGN-UP

#### BLOGS

- NB Financial Health
- NB Health Care
- All Posts

#### ZONES

- Agriculture
- Education
- Energy
- Entrepreneurship
- Environment
- Health Care
- Impact Assessment
- Inclusive Fintech
- Investing
- NextBillion Originals
- Technology

#### REGIONS

- Asia Pacific
- Europe & Eurasia
- Latin America
- North Africa & Near East
- North America
- South Asia
- Sub-Saharan Africa

#### CONTENT TYPES

- Calendar
- eBooks
- Jobs
- News
- NextBillion Series
- Podcasts
- Posts
- Videos

**CONNECT WITH US**

[NEWSLETTER SIGN-UP](#)

[SUBMIT A JOB](#)

[SHARE A STORY](#)

[SHARE AN EVENT](#)