



## Social Entrepreneur, Startup—Private Sector

**SALARY RANGE (2018):** \$40,560–\$122,005 (estimate)

I started my own business as a result of my pet almost dying when he ingested poisonous fertilizer in our garden. It got me thinking: was there a way to produce safe fertilizer and at the same time address food waste in urban areas? After a lot of work, talking to mentors, building my network and developing multiple business plans, on one of my trips I discovered technology that could help address the problem I was interested in solving. We now have patented technology that is used every day to automate the composting process, modernizing ancient methods. This cutting-edge technology uses waste that we collect and turns it into super high-quality and, importantly, safe compost.

As an entrepreneur, I'm the financier, product manager, human resources manager, market researcher, and I'm always selling my vision. In this job, I need to have confidence in my vision, the ingenuity to deliver it within all sorts of constraints, 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 customer 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:**

<p><b>Systems Thinking</b> Knowledge &amp; ability to:</p> <ul style="list-style-type: none"> <li>• Understand systems thinking</li> <li>• Identify and make plans for future trends</li> <li>• Thrive in ambiguity and manage complexity</li> <li>• Recognize trends, opportunities and underlying patterns</li> </ul>	<p><b>Communication, Collaboration &amp; Facilitation</b> Knowledge &amp; ability to:</p> <ul style="list-style-type: none"> <li>• Use contextual knowledge</li> <li>• Communicate effectively in all formats</li> <li>• Design and facilitate collective impact initiatives</li> <li>• Cultivate new collaborations and partnerships across sectors</li> <li>• Use technology and specialized collaboration tools</li> <li>• Compelling presentation &amp; report writing skills</li> </ul>	<p><b>Oversight &amp; Knowledge Management</b> Knowledge &amp; ability to:</p> <ul style="list-style-type: none"> <li>• Develop and manage the planning process</li> <li>• Direct coordination of activities across departments, stakeholders, clients &amp; users</li> <li>• Manage operations &amp; resources; provide oversight</li> <li>• Leverage stakeholder relationships</li> <li>• Develop and implement program schedules</li> <li>• Budget management &amp; oversight</li> <li>• Evaluate social, financial and collective impact</li> <li>• Manage and analyze complex data</li> </ul>
<p><b>Human-Centered Design &amp; Design Thinking</b> Knowledge &amp; ability to:</p> <ul style="list-style-type: none"> <li>• Apply human-centered design principles to solve problems</li> <li>• Think laterally</li> <li>• Identify patterns</li> <li>• Work with third-party groups, such as think tanks, labs and accelerators</li> <li>• Ability to formulate research questions</li> <li>• Conduct secondary, qualitative and quantitative research</li> <li>• Synthesize key issues</li> </ul>	<p><b>Changemaking</b> Knowledge &amp; ability to:</p> <ul style="list-style-type: none"> <li>• Be authentic, empathetic and ethical</li> <li>• Apply changemaking principles to create impact</li> <li>• Ask questions</li> <li>• Embrace challenges as opportunities to create systemic change</li> <li>• Demonstrate long-term social impact and sustainability</li> <li>• Break down silos and leverage relationships</li> </ul>	<p><b>Core Transferable Skills</b> Be an expert at all core transferable skills:</p> <ul style="list-style-type: none"> <li>• Thinking skills</li> <li>• Communications skills</li> <li>• Organizational skills</li> <li>• Interpersonal skills</li> <li>• Technical literacy</li> </ul>

**BUILDING BLOCK EXPERIENCES:**

<p><b>Education &amp; Learning:</b></p> <ul style="list-style-type: none"> <li>• Bachelor of Commerce (Marketing)</li> <li>• A commitment to be 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>I followed my passion into a degree in business, because I had started a small landscaping business when I was in high school. I guess you could call me a serial entrepreneur. What gets me up in the morning is making a difference in my community. I seem to have an ability to see problems and at the same time think about possible solutions. I guess I am also a bit of a risk-taker.</p>
<p><b>Employment Experiences:</b></p> <ul style="list-style-type: none"> <li>• Worked for my dad in the family business throughout high school and during the summers</li> <li>• Set up a small landscaping business in high school</li> <li>• Set up my current company while I was working on my Bachelor of Commerce</li> </ul>	<p>Family is really important to me and my family has been there for me throughout my journey.</p>
<p><b>Community Experiences:</b></p>	<p>Networking when you're an introvert is like</p>

<ul style="list-style-type: none"> <li>• I have always been big on networking and meeting people in spite of the fact I am quite young and a bit of an introvert</li> </ul>	<p>anything—you just have to show up and do your best. Being friendly is a great start.</p>
<p><b>Contextual Experiences:</b></p> <ul style="list-style-type: none"> <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 the whole idea of creating something from scratch. I had the energy, drive support and focus to stick with it even in the hard times.</p>
<p><b>Relationships:</b></p> <ul style="list-style-type: none"> <li>• Developed a diverse team of mentors inside and outside of my business. This includes senior and junior people in the public, private and not-for-profit sectors. We all need to work together to improve the world we live in.</li> </ul>	<p>The diversity of my mentors often creates internal conflict and challenges. This is a good thing. I think 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>