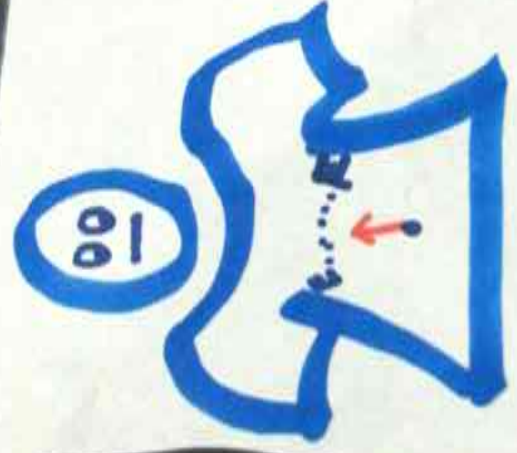


STICK your mood "dot" every  
END of the workshop day. CHOOSE  
😊 OR 😐 OR 😞

# DAY one 1 DAY



# our Workshop M



# Day one PROGRAM

09<sup>30</sup>-09<sup>45</sup>  
CHECK IN

START

09<sup>45</sup>-10<sup>15</sup>  
HOT 7 dots

10<sup>15</sup>-10<sup>30</sup>  
REVIEW the 2 days  
"ROUTE MAP"

10<sup>30</sup>-11<sup>00</sup>  
SOCIAL ENTERPRISE &  
COMMERCIAL ENTERPRISE

11<sup>00</sup>-11<sup>15</sup>  
RECESS

11<sup>15</sup>-12<sup>30</sup>  
STRATEGIC SOCIAL  
ENTERPRISE

12<sup>30</sup>-13<sup>15</sup>  
LUNCH

13<sup>15</sup>-13<sup>30</sup>  
HULA HOOP EXERCISE

13<sup>30</sup>-14<sup>15</sup>  
BASIC SERVICES  
MARKETING

14<sup>15</sup>-15<sup>15</sup>  
SOCIAL ENTERPRISE  
BUSINESS PLAN

15<sup>15</sup>-15<sup>30</sup>  
TEA BREAK

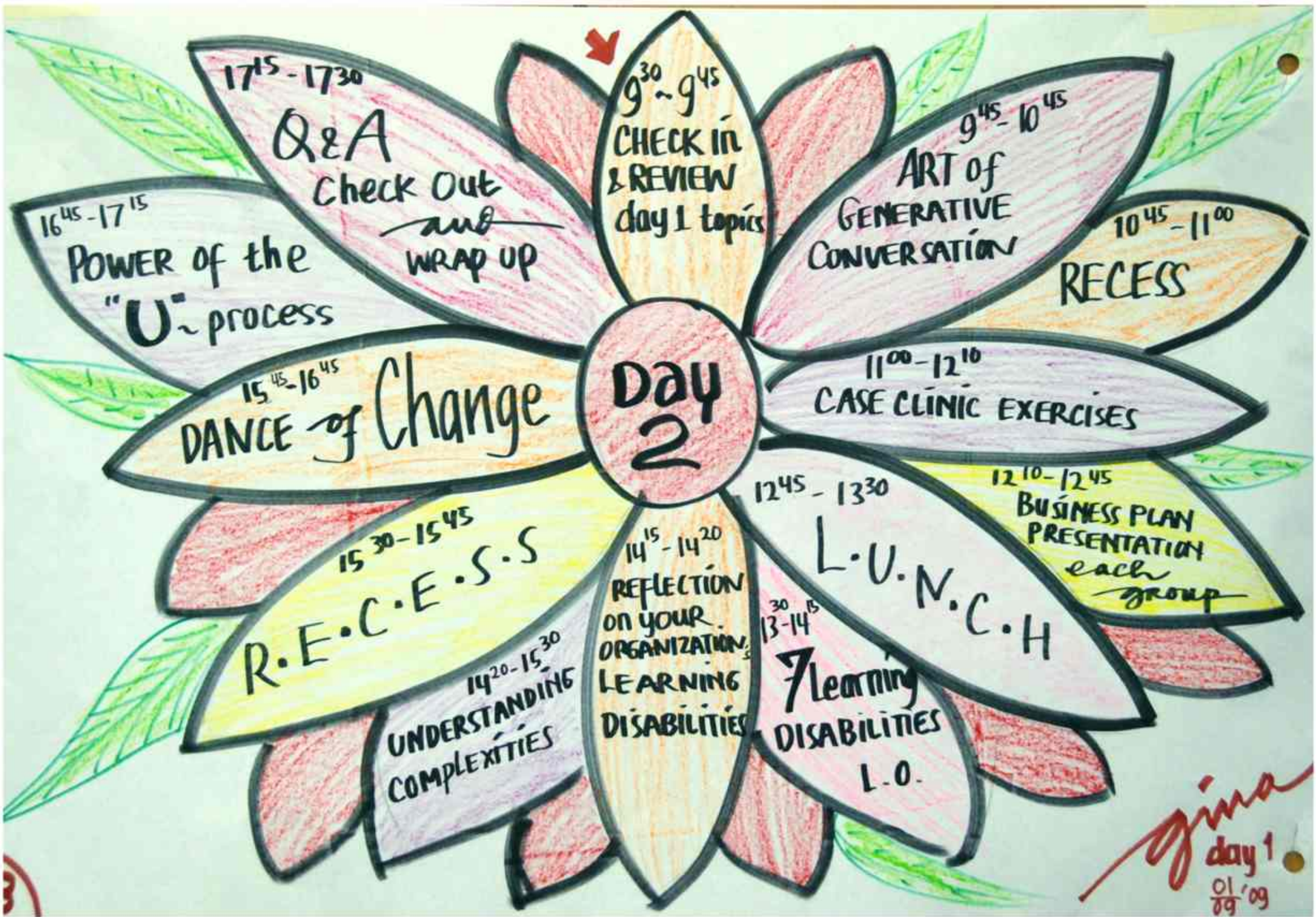
15<sup>30</sup>-16<sup>15</sup>  
"FOCUS YOUR VISION"  
by Dewitt Jones

16<sup>15</sup>-17<sup>15</sup>  
CASE CLINIC

17<sup>15</sup>-17<sup>30</sup>  
CHECK OUT

*gina*  
day 1 / 01/09





Day 2

9<sup>30</sup> - 9<sup>45</sup>  
CHECK IN & REVIEW  
day 1 topics

9<sup>45</sup> - 10<sup>45</sup>  
ART OF  
GENERATIVE  
CONVERSATION

10<sup>45</sup> - 11<sup>00</sup>  
RECESS

11<sup>00</sup> - 12<sup>10</sup>  
CASE CLINIC EXERCISES

12<sup>10</sup> - 12<sup>45</sup>  
BUSINESS PLAN  
PRESENTATION  
each  
group

12<sup>45</sup> - 13<sup>30</sup>  
L.U.N.C.H  
7 Learning  
DISABILITIES  
L.O.

14<sup>15</sup> - 14<sup>20</sup>  
REFLECTION  
ON YOUR  
ORGANIZATION  
LEARNING  
DISABILITIES

14<sup>20</sup> - 15<sup>30</sup>  
UNDERSTANDING  
COMPLEXITIES

15<sup>30</sup> - 15<sup>45</sup>  
R.E.C.E.S.S

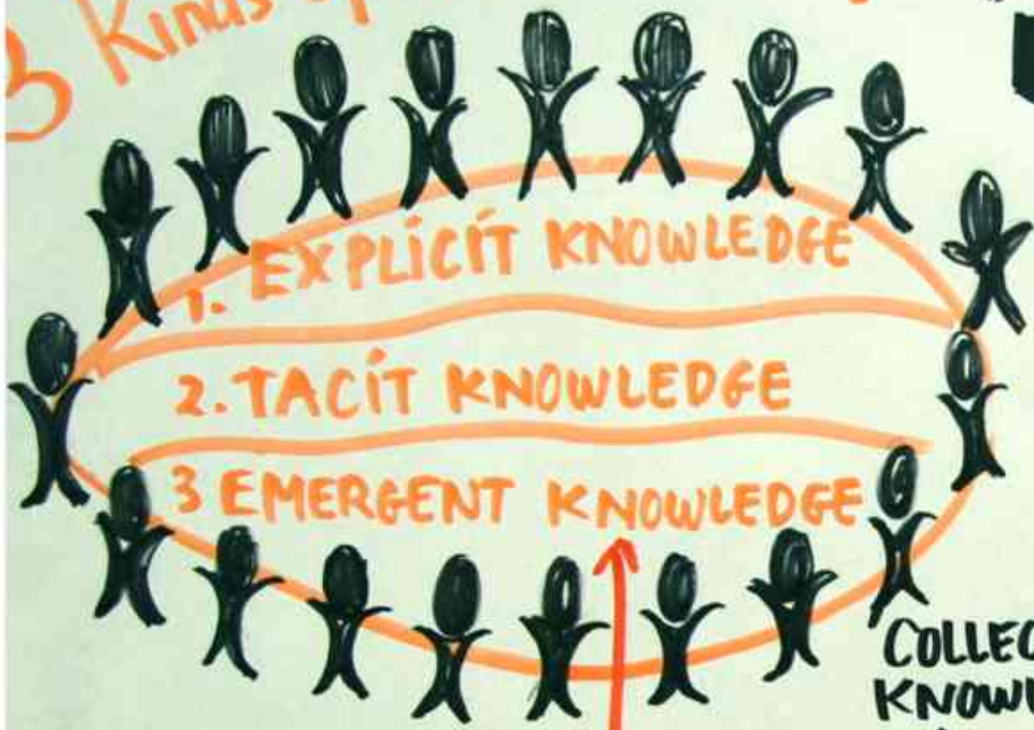
15<sup>45</sup> - 16<sup>45</sup>  
DANCE of Change

16<sup>45</sup> - 17<sup>15</sup>  
POWER of the  
"U" process

17<sup>15</sup> - 17<sup>30</sup>  
Q&A  
Check Out  
and  
WRAP UP

gina  
day 1  
01/09

# 3 Kinds of KNOWLEDGE:



## INNOVATION (+) CREATIVITY

### BOLD

KNOWLEDGE DISTRIBUTION

KNOWLEDGE CREATION

LEARN FROM "ICEBERG"

EVENT

Very VISIBL

BEHAVIOUR

SYSTEM STRUCTURE

BELIEFS & VALUES

MENTAL MODELS

INVISIBLE AREA

COLLECTIVE LEADERSHIP



BECAUSE WE ARE BUSY RESPONDING TO SYSTEM WE DON'T SEE THE EXTRA-ORDINARY IN THE ORDINARY

*Jina* day 1  
01 '09

ENTERPRISE ~ ENTREPRENEURSHIP ~ ENTREPRENEUR

Social Work needs

\$\$\$

so.....

ENTERPRISE makes

LOOK

PROFIT ≠ WEALTH  
money not only about money

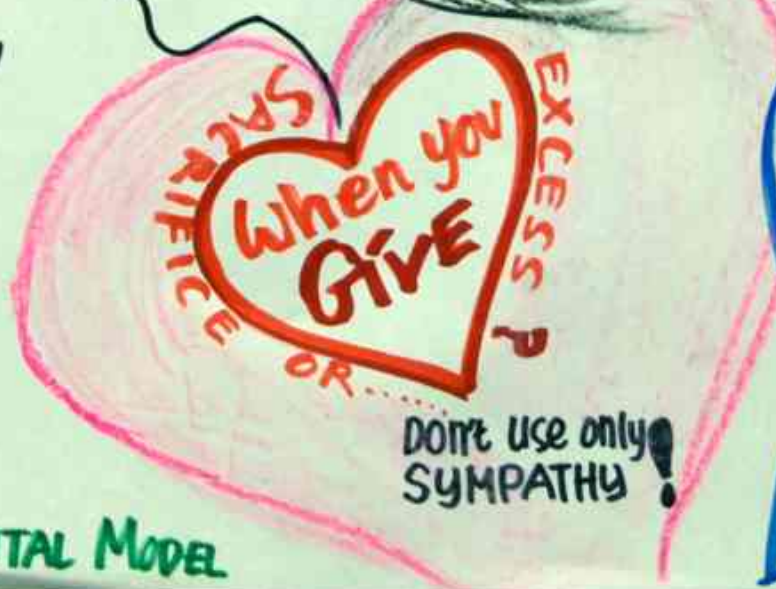
Look @ 3 bottom line

Profit Planet People

all ENTERPRISE SHOULD BE SOCIAL ENTERPRISE

LOOK ALSO TO THE COST

5) Develop & Change MENTAL MODEL



\* Quick Fix Activity WILL NOT Sustain

SENSE OF HUMAN UNDERSTANDING

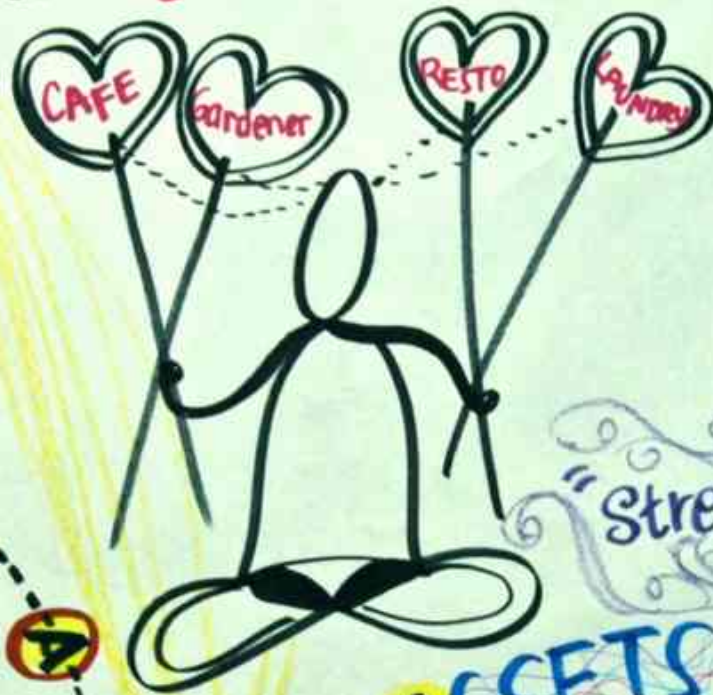
gina day 1  
01/09

# Business with HEART



ENTREPRENEURISM

SOURCE that DRIVE your activity



M  
A  
P  
S



CAKE

"MIX IN RIGHT MEASUREMENT"

"Strength lies on Differences NOT in Similarities"

**MONEY • ASSETS • PEOPLE • SKILLS**

AS SOCIAL Entrepreneur, we need to look @ Strategy

CORPORATE STRATEGY

BUSINESS STRATEGY

FUNCTIONAL STRATEGY

MIX MIX MIX

6) Collaboration



Gina day 1 01/09 09

# Entrepreneur TARGET



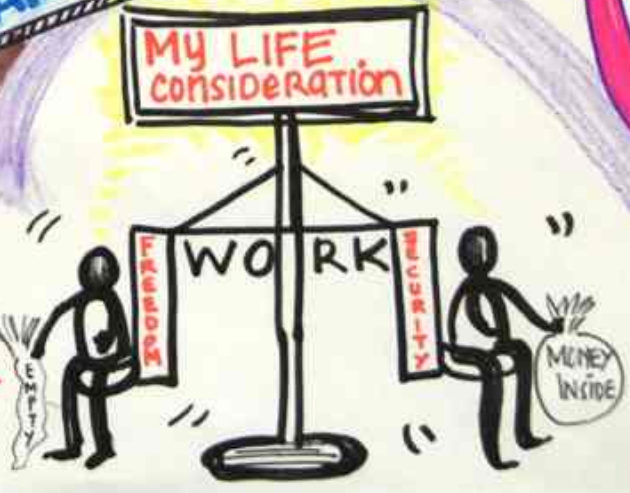
What are the  
"NEEDS ~ WANTS ~  
DEMANDS"

"Tangibilize the Intangible"

NETWORK  
BOLD  
RISK  
COURAGE  
ECONOMIC  
VALUE



MANUFACTORY  
MARKETING  
Finance  
Admin



RICE \$  
PRODUCTION  
PROMOTION  
PHYSICAL DISTRIBUTION  
PHYSICAL ENVIRONMENT  
PERCEIVED QUALITY  
PROCESS  
ECONOMY

7 days a week

"Whatever you can do or **DREAM**  
You can **BEGIN**, Boldness has  
**GENIUS** Power & **MAGIC** in it,"  
(Goethe)

What is really **IMPORTANT**  
and what is **NOT**?

**Look Around**  
**Listen**

Do you have **juice**  
(**PASSION**) in  
**YOUR LIFE**?

Get your **vision** grounded to **Reality**  
pull it down, do it, make it  
Happen, take **ACTION**

SEE THE X-TRA ORDINARY  
IN THE ORDINARY

PERSPECTIVE

FOCUS

ENERGY

BALANCE

COURAGE

**FOCUS** OF **VISION**

**SIMPLE POWER**  
**STRONG**

PREPERANCE

KEEP TRYING... & TRYING

INTUITION

TAKE RISK

SLOW DOWN

**Vision**

FUTURE REALITY

CURRENT REALITY

Some NEW **SPARK** Ideas

TRUST YOUR  
INTUITION

What do I/we  
want to  
ACHIEVE?

Root Values

FOCUS YOUR VISION MOVIE

gina Day 1  
01 '09

LISTEN → SUSPEND JUDGEMENT

DIALOGUE

REFLECTIVE INQUIRY  
SOMETHING THAT FLOW THRU "TAKING WITH"

OPEN HEART



Self-Reflective system

DEBATING

TALKING TOUGH  
OPEN MIND

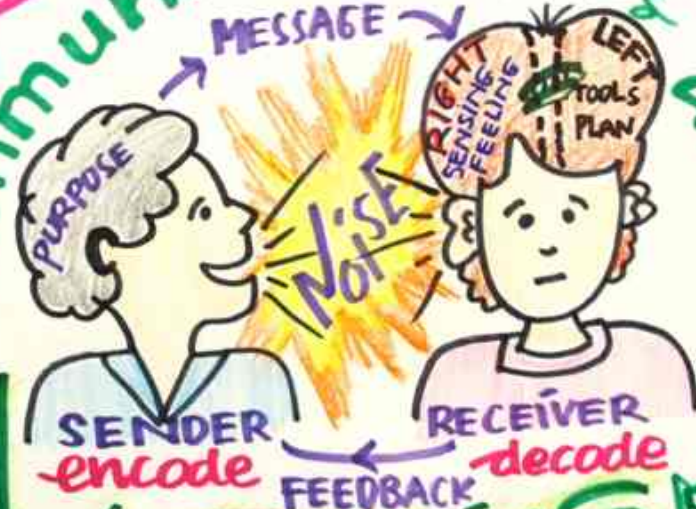


ADAPTIVE SYSTEM

DOWNLOADING

TALKING NICE FROM HABIT  
AUTISTIC SYSTEM

Communication



LISTENING  
The ART of Generative Conversation

DEEP LISTENING

TO LEARN IS EASY - TO UN-LEARN IS DIFFICULT

OPEN WILL

GENERATIVE FLOW  
Generative system



about

ACTION

- I take ACTIONS based on my BELIEFS
- I develop my BELIEFS
- I draw CONCLUSIONS
- I make ASSUMPTIONS based on the meaning I added
- I add "MEANINGS" (Cultural & Personal)
- I select "DATA" from what I Perceive

PERCEIVABLE DATA and EXPERIENCE

Day 02  
5/09 '09

# 7 Learning Disabilities



PARABLE of the BOILED FROG



MYTH of management TEAM



"OUT THERE?"  
The ENEMY IS "OUT THERE?"

NATURE OF CHANGE

DELUSION of Learning from Experience



ILLUSION taking of CHARGE



FIXATION ON EVENTS



I am in my POSITION!



Learning organization

"No one would talk in Society, if he only knew how often he/she mis understands others,"

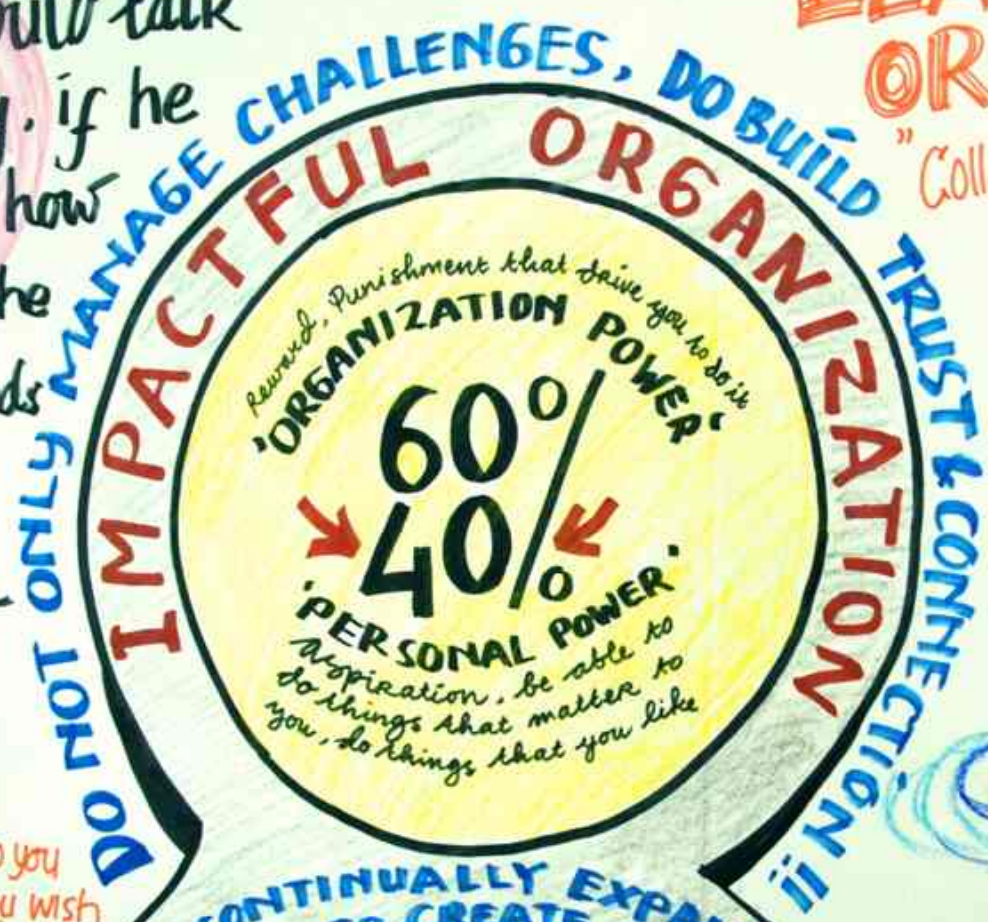
~ Goethe ~

What is IMPORTANT to you about the CHANGES you wish to see in your organization in order to create or sustain a social enterprise and WHY DO YOU CARE?

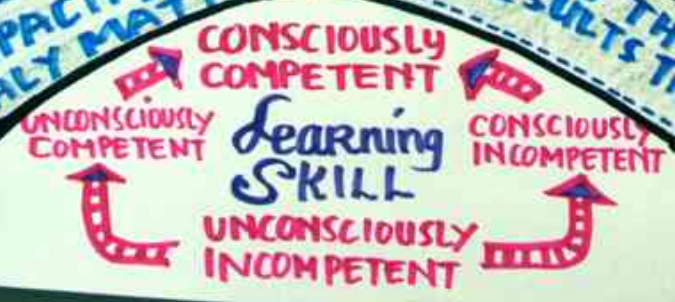
11

# LEARNING ORGANIZATION

"Collective aspirations,"



PEOPLE CONTINUALLY EXPAND THEIR CAPACITY TO CREATE REALY MATTERS RESULTS THAT



TO WIDER PROJECT & WIDER IMPACT

giva day 2  
02/09 '09



# ways of Thinking

LINEAR Thinking - "QUICK FIX" - We don't want this!

WATCH OUT THE Unintended Consequences

- 1 Look beyond events
- 2 Seeing & understanding patterns to DEEPER STRUCTURE that control the events
- 3 Discover the

REINFORCING Loop "CREATING"

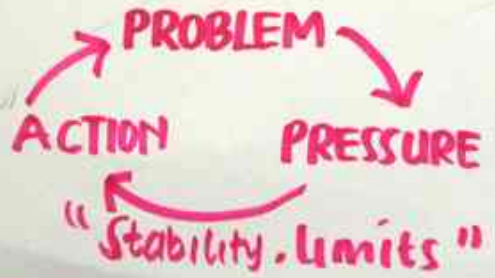
SYSTEMIC THINKING

KEY - We have to FIND the POINT OF INTERVENTION & LEVERAGE

BALANCING Loop



"REACTING"



Jina day 2  
02/09/09

around / processes

