

THE ASHOKA VISIONARY PROGRAM – BECOME EQUIPPED WITH THE **KNOW-HOW AND SKILLS** TO MASTER SOCIAL INNOVATION IN AN ENTREPRENEURIAL WAY

This is a pioneering leadership program for executives and leaders of change from the corporate world, the public sector and civil society.

The time has come for us to collaborate across sectors to address the complex social challenges that we face today. Social entrepreneurs and civil society are striving for greater impact and scale. Businesses are looking for new strategies to secure customer and employee loyalty and engagement. Public institutions are looking for new ways of delivering services.

Participants become equipped with the skills to combine entrepreneurial success with social impact. They work with and learn from Ashoka's network of leading social entrepreneurs, corporations, the finance industry and public institutions.

TAKING PART IN THE PROGRAM WILL ENSURE THAT YOU

- are trained to address society's challenges while achieving economic value for your organisation
- learn from and collaborate with leading experts from the fields of non-profit, business, academia and the public sector
- acquire cutting-edge knowledge and unique tools for developing innovative social entrepreneurial initiatives
- work with leading social entrepreneurs to gain practical experience
- understand the role of the different actors including international development agencies, governments, impact investors and NGOs – in the growing field of social entrepreneurship
- explore and create new career paths
- become part of a pioneering alumni network

"FORBES KNOWS THAT THE STORY IS CHANGE. NO ONE SEES THAT MORE CLEARLY THAN ASHOKA. IT HAS AN EXTRAORDINARY ABILITY BOTH TO ENVISION THE BIG, NEW PATTERNS AND TO ENGINEER THEIR EMERGENCE."

Lewis DVorkin, Chief Product Officer, Forbes Media

"THE MOST IMPORTANT CRITERION FOR CHANGE IS TRUST AND WITH IT – EMPOWERMENT!"

Josef Waltl, Executive Vice President Shell and Speaker at the Ashoka Visionary Program, Austria

"I AM VERY PROUD THAT THE HIL FOUNDATION MADE THIS UNIQUE AND IMPACTFUL PROGRAM POSSIBLE. ATTENDING THE ASHOKA VISIONARY PROGRAM HAS OPENED UP A COMPLETE NEW AND INSPIRING WORLD TO ME WHERE PARTICIPANTS ARE EMPOWERED TO DEVELOP SUSTAINABLE AND ENTREPRENEURIAL SOCIAL INNOVATION. AT THE SAME TIME, THEY GET ACCESS TO THE UNIQUE NETWORK OF ASHOKA THAT THEY CAN USE FOR BRINGING TO LIFE THEIR SOCIAL ENTERPRISE LATER."

Susi Hillebrand, Founder & Director hil-foundation



"THE VISIONARY PROGRAM HAS BEEN A GREAT OPPORTUNITY FOR ME TO EXPERIENCE **WORLD-CLASS SOCIAL AND BUSINESS LEADERS**, THE WAY THEY THINK, WORK AND ARE AS HUMAN BEINGS. **UNIQUE, PRICELESS AND VERY PERSONAL INSPIRATION!** THE PROGRAM BRINGS TOGETHER A BUNCH OF BRILLIANT, ACTIVE PEOPLE, ALL UNIQUE, BUT TEAM PLAYERS: GREAT CHEMISTRY, SOCIAL CAPITAL AND LEARNING. YET, THE MOST PRECIOUS THING I HAVE LEARNT AT THE COURSE IS HOW CREATIVELY PROBLEMS CAN BE SOLVED. EVEN THE MOST COMPLEX, UNPRECEDENTED PROBLEMS. IF ONE CAN APPROACH THEM WITH TRULY OPEN MIND - AND OPEN HEART!"

Petr Lebeda, Founder and Director Glopolis Policy Institute, Czech Republic



"THE DIFFERENT POSSIBILITIES OF FUNDING SOCIAL BUSINESS I HAVE LEARNED ABOUT IN THE PROGRAM HAVE SHOWN ME THE IMPORTANCE OF THE PHILANTHROPIC SECTOR IN MANY COUNTRIES AND THAT IT IS SOMETHING THAT NEEDS TO GROW PARALLEL TO SOCIETY. HOWEVER, IN ORDER TO ACCESS PHILANTHROPIC MONEY AND SUPPORT, WE NEED TO FIRST DO OUR HOMEWORK AND DEAL WITH IMPACT MEASUREMENT. WE HAVE BEEN IMPACT ORIENTED FOR A LONG TIME ALREADY BUT NOW WE NEED TO ALSO MEASURE THIS IMPACT. **IMPACT MEASUREMENT** WILL IN A FIRST STEP BE A GOVERNANCE TOOL BUT WILL IN FUTURE BECOME RELEVANT TO **OPEN UP NEW FUNDING SOURCES.**"

Gerry Foitik, Federal Emergency Commander, Red Cross, Austria

"IT WAS A WARM BATH OF INSPIRATION WITH LOVELY PEOPLE. A GOOD MIX OF THEORETICAL INSIGHTS, REALITY CHECKS BY SHOWING EXAMPLES AND NOT TO FORGET A LOT OF **FUN**. ALMOST EVERY CONVERSATION WAS INSPIRING. I'M GLAD THAT I AM PART OF THIS GROUP!"

Participant of the cohort 2015/16

FOUNDING PARTNER



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THE ASHOKA VISIONARY PROGRAM – EMPOWERING A NEW GENERATION OF LEADERS

ASHOKA – WORKING WITH THE WORLD’S LEADING SOCIAL ENTREPRENEURS

Ashoka is the global professional association of the world’s leading social entrepreneurs—individuals with new ideas for addressing our biggest challenges and with the entrepreneurial skills to transform those ideas into national, regional and global impact.

For over thirty years we have identified and supported 3,300 social entrepreneurs—Ashoka Fellows—in over 80 countries, solving systemic problems in education, healthcare, civic participation, economic development, environmental protection and other key areas.

Ashoka creates the necessary support systems for entrepreneurs to deliver sustainable solutions. Ashoka’s vast experience enables us to scale social innovations through the power of collaboration with public institutions, the finance industry, the business sector and other key actors.

“THE MORE I MEET ASHOKA FELLOWS THE MORE I REALIZE I KNOW NOTHING.”

Felix Oldenburg, General Secretary of the German Federal Association of Foundations and Speaker at the Ashoka Visionary’s Program

FELLOWS YOU MIGHT KNOW



WENDY KOPP
CEO and Co-Founder of Teach for All, USA

Teach for All recruits talented university graduates across the world to teach in schools with students from socially disadvantaged family background.



MARY GORDON
Founder, President and the inspiration behind Roots of Empathy and Seeds of Empathy

Seeds of Empathy introduces to the wisdom of babies and shows how they can teach us - and our children - what it is to be human.



THORKIL SONNE
Founder and Chairman of the Board, Special-ist People Foundation, Denmark

Making autism an advantage for the labour market. The idea has since found its way to major companies’ board-rooms around the world.



MUHAMMAD YUNUS
Nobel Laureate and Founder of the Grameen Bank

Founder of the Grameen Bank and pioneer of the concepts of microcredit and microfinance: loans that are given to entrepreneurs too poor to qualify for traditional bank loans.

ENABLING NEW FORMS OF PARTNERSHIPS BETWEEN BUSINESS, PUBLIC & CIVIL SOCIETY

We believe that the time has come for citizen sector organizations, public institutions and businesses to work together to solve large-scale social and environmental problems.

Businesses offer expertise in operations, sales and financing. Public institutions steer political frameworks. Social entrepreneurs’ ultimate goal is to empower people to generate change for themselves.

Partnerships between these actors change conventional practices and transform the organizations involved. This leads to new leadership styles, organizational and business models, and a renewed sense of mission. The Visionary Program helps to develop such collaborations and enhances its benefits.

“OUR JOB IS NOT TO GIVE PEOPLE FISH, IT’S NOT TO TEACH THEM HOW TO FISH, IT’S TO BUILD NEW AND BETTER FISHING INDUSTRIES.”

Bill Drayton, CEO & Founder of Ashoka

WHAT YOU EXPERIENCE

- **Work as an Executive in Residence for a social entrepreneur on a challenging assignment.** You will develop strategic products (e.g. impact, business and scaling plans), identify development needs and mobilize corresponding resources, while at the same time spotting opportunities and strengthening networks around the social entrepreneur’s mission.
- **Receive an excellent education** from a world-class faculty and leading changemakers from the not-for-profit, business, and public sectors.
- **Take part in fireside chats**, learning about the journeys of successful social entrepreneurs.
- **Learn from corporate leaders** as well as public institutions and large civil society organizations about how they pioneer social innovation in their organizations.
- **Be part of a team** consisting of peers, mentors, Ashoka staff and pro-bono partners that support you to develop your social entrepreneurial ideas.
- **Become part of Ashoka’s global networks** of social entrepreneurs and changemakers.

WHAT YOU DO. THE MODULES

As unique speakers from our network share their insight and experience, you will not only refresh necessary skills, but also be pushed to consider new possibilities for their application.

MODULE 1 Social Entrepreneurship & Innovation	MODULE 2 Business Modeling & Impact	MODULE 3 Funding & Scaling Social Innovation	MODULE 4 Partnerships & Co-Creation	MODULE 5 System Change	MODULE 6 Managing Organizations & talents	MODULE 7 The Art of Storytelling & Marketing
Develop a new way of seeing opportunities for system-changing ideas, social innovations, and collaborations in the emerging market of social entrepreneurship.	Interact with our network and learn from years of experience in applying an impact model and impact-oriented business plan.	By being immersed in our diverse network, you will see new pathways to scale and maximize social impact.	Our success stories will inspire you to leverage the collaborative power of private companies, public institutions and welfare organizations.	Mobilizing stakeholders requires effective and compelling communication of a vision. Cultivate these skills in an inspiring new environment.	You will engage with an active ecosystem that is currently scouting for, attracting, recruiting, managing and rewarding the best talents.	Practice designing, crafting and communicating success stories that leverage the power of mass and social media.

OPTION A: PLACEMENT AS AN EXECUTIVE IN RESIDENCE FOR AN ASSIGNMENT WITH ONE OF OUR SOCIAL ENTREPRENEURS

OPTION B: DEVELOPMENT AND DESIGN OF YOUR SOCIAL ENTRE-/INTRAPRENEURIAL INITIATIVE

WHOM & HOW YOU EXPERIENCE

LECTURERS

The faculty body consists of Ashoka Fellows, distinguished experts from leading academic institutions, from Ashoka’s network of partner universities, professionals from the business, non-profit, public and financial sectors and world-class social entrepreneurs.

TEACHING METHODOLOGY

The program creates inspiring and transforming learning experiences. This means that participants will be exposed to group work, case studies, peer-reviews, coaching and mentoring and will be actively engaged in assignments with leading social entrepreneurs.

SUMMARY PROGRAM INFORMATION

Target Group:
Professionals and leaders from all sectors

Minimum Requirements:
– The desire to become a thought leader and changemaker
– 5 years of work experience
– English skills

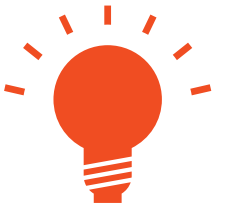
Duration:
– Part-time, 9 months (October–June)
– 14 days of in-class sessions
– Tailored fieldwork with a social entrepreneur

Language:
English

Course Location:
Vienna, Austria

Application:
CV and letter of motivation:
global.academy.austria@ashoka.org

Costs:
EUR 10,000 excl. VAT
Scholarships available!



WHOM WE ARE LOOKING FOR

TARGET GROUP

- Executives from the public, private and non-profit sector
- Current and future social entrepreneurs and change makers
- Highly motivated professionals and inspiring changemakers
- Innovation and Corporate Sustainability Managers

REQUIREMENTS

- A track record of innovating solutions and successful implementation
- Strong social and emotional intelligence and ability to lead
- The desire to become a thought leader who is able to identify, articulate and drive major innovation trends and opportunities in various fields
- The willingness to explore your personal competencies
- A minimum of 5 years of work experience
- Excellent English skills

BECOME PART OF ASHOKA’S EXCLUSIVE NETWORK

After completing the program you will be invited to join Ashoka events across Europe. As leaders of change and pioneers of new professional pathways, Ashoka will actively profile and connect you.

