



Train the Trainers Workshop & Study Visit

Social Entrepreneurship Skills



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What is a social entrepreneur

Social entrepreneurship shares the entrepreneurial mindset of identifying opportunities and creating value—but with a core mission to drive social change rather than profit.

Social entrepreneurs use business methods to address pressing social problems and improve lives, showing a deep sense of responsibility toward people and the planet.

Social entrepreneurs - change-makers



rather than profit-seekers

Entrepreneur vs. Social Entrepreneur

- A traditional entrepreneur seeks profit through innovation. A social entrepreneur seeks social impact—**profit is a tool, not the goal.**
- Social entrepreneurship shares the entrepreneurial mindset of identifying opportunities and creating value—**but with a core mission to drive social change rather than profit.**
- Social entrepreneurs use business methods to address pressing social problems and improve lives, **showing a deep sense of responsibility toward people and the planet.**



Discussion

Can you think of a local or global business that prioritizes solving a social problem over making a profit?

Mozaik Foundation & Lonac.pro

- a standout social enterprise from Bosnia and Herzegovina.
- **Mozaik Foundation** is a leading example of how a local organization can prioritize **social impact over profit**. Their initiative **Lonac.pro** is a digital community that connects young people with mentors, investors, and learning opportunities to build sustainable, socially responsible startups.

Why is Mozaik a great example of a socially driven enterprise?

- Their **core motivation** is to **empower young people** to become changemakers in their communities.
- They **invest in startups** that solve **environmental, social, and community problems**—not those that simply chase profit.
- Through a **youth-focused investment fund**, they provide seed capital, mentorship, and access to learning to help these startups grow.

What motivates Mozaik Foundation?

- **Social impact:** They want to build a society where every young person has the tools and confidence to make a difference.
- **Sustainability:** They support enterprises that are environmentally and socially conscious.
- **Community engagement:** Lonac is built as a participatory platform—created *with* and *for* youth.



- The first step in becoming a social entrepreneur is identifying your personal motivation for social change.
- Skills matter, but purpose and responsibility are what truly set social entrepreneurs apart.

Reflection

Leading with Purpose: The Skills That Set Social Entrepreneurs Apart

- While leadership, innovation, and problem-solving are essential for all entrepreneurs, social entrepreneurs apply these skills in unique ways—**guided by empathy, collective action, and a focus on lasting social impact.**
- 3 core skills: **Leadership, Innovation, Problem-solving**—and how they differ when applied to social challenges.



Emotional intelligence

- A critical component of effective leadership is self-leadership, which involves self-awareness and self-regulation.
- Emotional intelligence consists of five key skills: **self-awareness, self-regulation, motivation, empathy, and social skills.**
- For a social entrepreneur, these skills are especially critical, as managing both one's emotions and the emotions of others must be done within complex social contexts.
- **Motivation** in social entrepreneurship is almost always paired with a deep commitment to their cause.
- To lead effectively, a social entrepreneur must demonstrate not only motivation, commitment, and perseverance but also the ability to innovate and cultivate these qualities within team members.



Social intelligence

- While emotional intelligence involves recognizing and managing one's own emotions, **social intelligence centres on understanding group psychology rather than individual psychology.**
- It focuses on the dynamics within relationships that individuals build with others and is closely tied to the **ability to understand and communicate effectively within groups, organisations, or communities.**
- Social entrepreneurs stand out as **change agents**, leading transformational efforts through innovative methods to address critical societal challenges.
- Unlike traditional entrepreneurs, they must ensure that their work has a lasting and meaningful impact, as without it, the societal issues they aim to resolve would remain unaddressed.

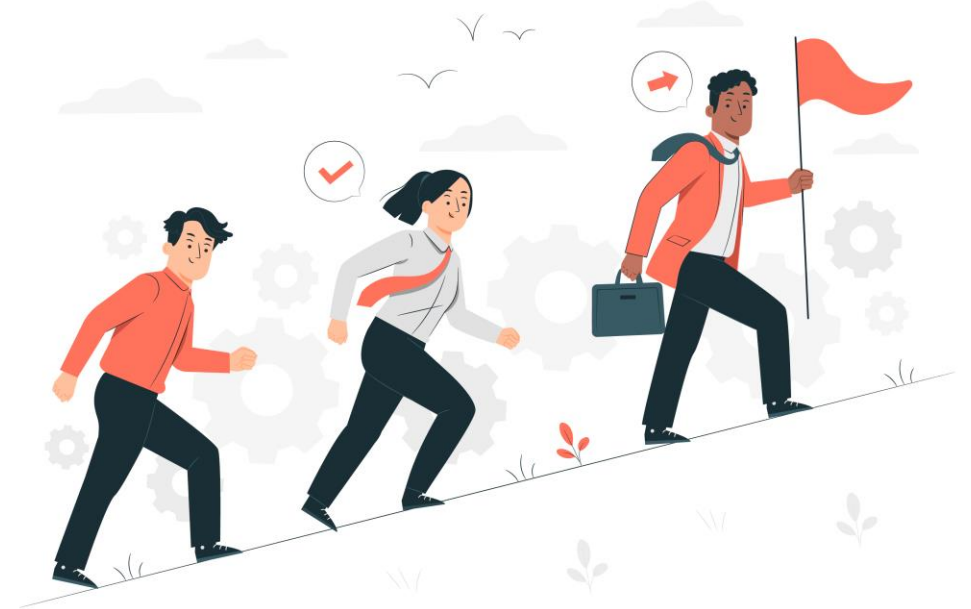


Leadership

Effective leadership for a social entrepreneur hinges on their ability to **inspire and motivate others**.

Within the framework of social intelligence, this motivation often stems from a genuine desire to help and serve others.

For a social entrepreneur, heightened motivation is essential, as it drives their purpose and defines their leadership approach.



Innovation

- To lead effectively, a social entrepreneur must demonstrate not only motivation, commitment, and perseverance but also the ability to **innovate**.
- To better understand the difference between innovation in an entrepreneurial setting and in social entrepreneurship, it can be best described through the **motivation behind such innovation**.
- In traditional enterprises innovation is the key to secure the greater presence on the market and reduce the profit of the competitors, while unlike entrepreneurial innovation, social innovation is more driven to **problem solving** and **involves a greater number of actors** in allying in finding a sustainable solution.



Problem-solving

- Problem-solving represents the skill of recognizing issues and devising practical solutions.
- It involves understanding emotions and the ways they influence decision-making.
- Problem-solving is a nuanced process that requires us to approach solutions from multiple perspectives. **When faced with difficult decisions, it's essential to consider the broader impact on others involved.**
- In socially complex contexts, not all solutions will be universally applicable. Thus, **integrating the viewpoints and experiences of others** can help a social entrepreneur **formulate the most viable solution.**



1. Emotional Intelligence in Problem-Solving

- **Scenario:**

A social entrepreneur is running a youth centre aimed at reducing school dropout rates in a low-income area. One day, a staff member reports feeling overwhelmed and burned out due to the emotional challenges of working with vulnerable teenagers.

- **Use of Emotional Intelligence:**

The entrepreneur notices the staff member's tone and body language and **empathizes** with their emotional state. Instead of pushing for immediate results, the entrepreneur **actively listens**, acknowledges the staff's feelings, and validates their concerns. Then, they organize a team meeting to discuss workload balance and implement regular peer-support check-ins.

- **Result:**

The staff feels heard and supported, burnout risk decreases, and the team continues working more effectively and compassionately with the youth. This emotionally intelligent response not only solved an internal issue but improved the project's overall sustainability.

2. Social Intelligence in Problem-Solving

- **Scenario:**

A social entrepreneur launching a zero-waste grocery shop in a small town meets resistance from local shopkeepers and customers who are sceptical about the new concept.

- **Use of Social Intelligence:**

The entrepreneur **observes the social dynamics** in the community and recognizes that people value personal relationships and local traditions. Instead of pushing a “green” agenda, they **initiate conversations** with local business owners, attend community events, and **collaborate with a respected local bakery** to co-host a zero-waste open day with free tastings.

- **Result:**

By understanding and respecting local values and social norms, the entrepreneur **gains trust, encourages curiosity, and gradually builds community support** for the project.



Group Activity: Skill Mapping

- Divide into 3 groups: one for **leadership**, one for **innovation**, one for **problem-solving**.
- Each group answers:
 - a) What does this skill look like in traditional business?
 - b) How does it show up differently in social entrepreneurship?
 - c) What role do empathy and collaboration play?
- Use the examples of social entrepreneurship developed for previous group activity



- Each group shares key takeaways

Group Presentations & Debrief



- Social entrepreneurs don't just “fix problems”—they **understand systems, lead with empathy, and innovate with people in mind**
- Emotional and social intelligence are not “soft” extras—they are core tools for achieving social impact.

Reflections

Communication and networking strategies

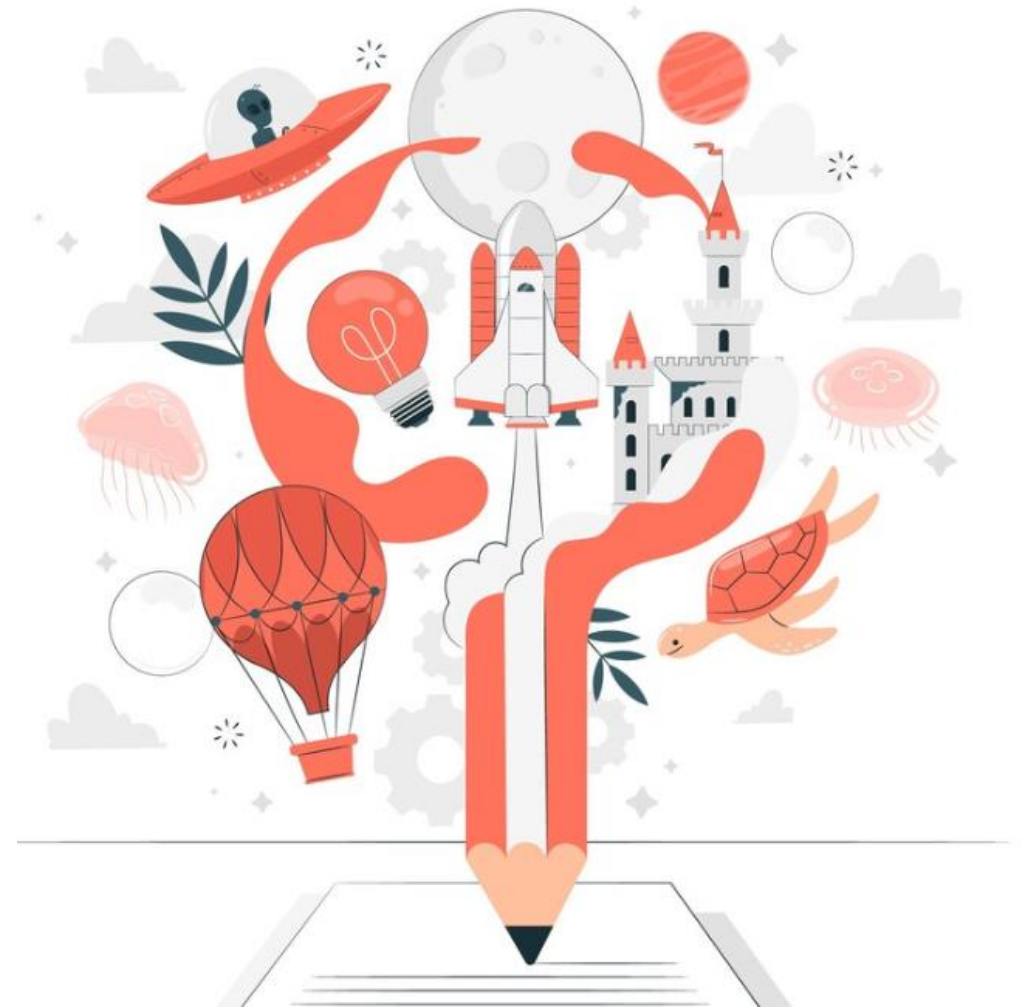
- Social entrepreneurs don't just communicate a product—**they tell a story** that invites others to join a movement. This requires emotional intelligence, narrative crafting, and the ability to adapt messages to different audiences.
- A unique communication strategy for social entrepreneurs, where **they convey their mission as transformative leaders**.
- Given the unique structure of a social enterprise, social entrepreneurs must engage diverse resources, **involving various stakeholders from different sectors**—such as organisations, industries, and government.
- This makes their communication strategies notably complex.



Types of Narrative

Three types of narratives:

- Personal (your story and motivation)
- Social Good (the issue being tackled)
- Business (how your model works and sustains impact)



1 Personal Narrative (Your story and motivation)

Why I Started a Youth Coding Initiative

“Growing up in a rural village, I had no access to digital education. I got my first computer at 19, and it changed my life. I founded Code2Change to give kids like me the chance to explore technology early, regardless of their background. I know firsthand how powerful access to knowledge can be—and I want others to have that chance sooner than I did.”

Purpose: This narrative builds emotional connection and trust by sharing the entrepreneur’s personal journey and motivation.

2 Social Good Narrative (The issue being tackled)

Breaking the Cycle of Unemployment Among Youth

"In our region, youth unemployment is over 35%. Many young people leave school without the skills or networks to find decent work. Code2Change is addressing this by offering free coding workshops, mentorship, and job placement support for young people in underserved communities. We're focused on creating opportunities that lift individuals—and entire communities—out of systemic unemployment."

Purpose: **This narrative highlights the social problem and the mission behind the enterprise.**

3 Business Narrative (How your model works and sustains impact)

How Code2Change Sustains Its Impact

“Code2Change operates as a hybrid model. Our core training is free for students, funded through partnerships with socially responsible tech companies. These companies sponsor our programs or hire our graduates through our placement service, generating revenue. We also offer premium bootcamps for professionals, the profits of which fund our youth programmes. This ensures long-term sustainability while keeping access open for those who need it most.”

Purpose: This narrative shows the operational model, revenue streams, and how the business sustains its social impact.



Quick Exercise: Stakeholder Circle

- Draw a simple stakeholder map for your (real or imagined) social venture:

Inner circle = close team/partners

Middle = funders, community, clients

Outer = media, government, broader public

- Write down ideas as to what kind of narrative (personal, social good, or business) might resonate most



Stakeholder Roleplay – Crafting Targeted Narratives

- Divide into groups
- Select one type of stakeholder relevant to a social enterprise (e.g. investors, grantmakers, local government, community members, volunteers, customers).
- Write a 2–3 sentence mini-narrative to pitch their social enterprise idea, tailored to that audience.
- One member from each group is chosen to play the role of the stakeholder.
- The “stakeholder” asks 2–3 realistic follow-up questions based on their role.

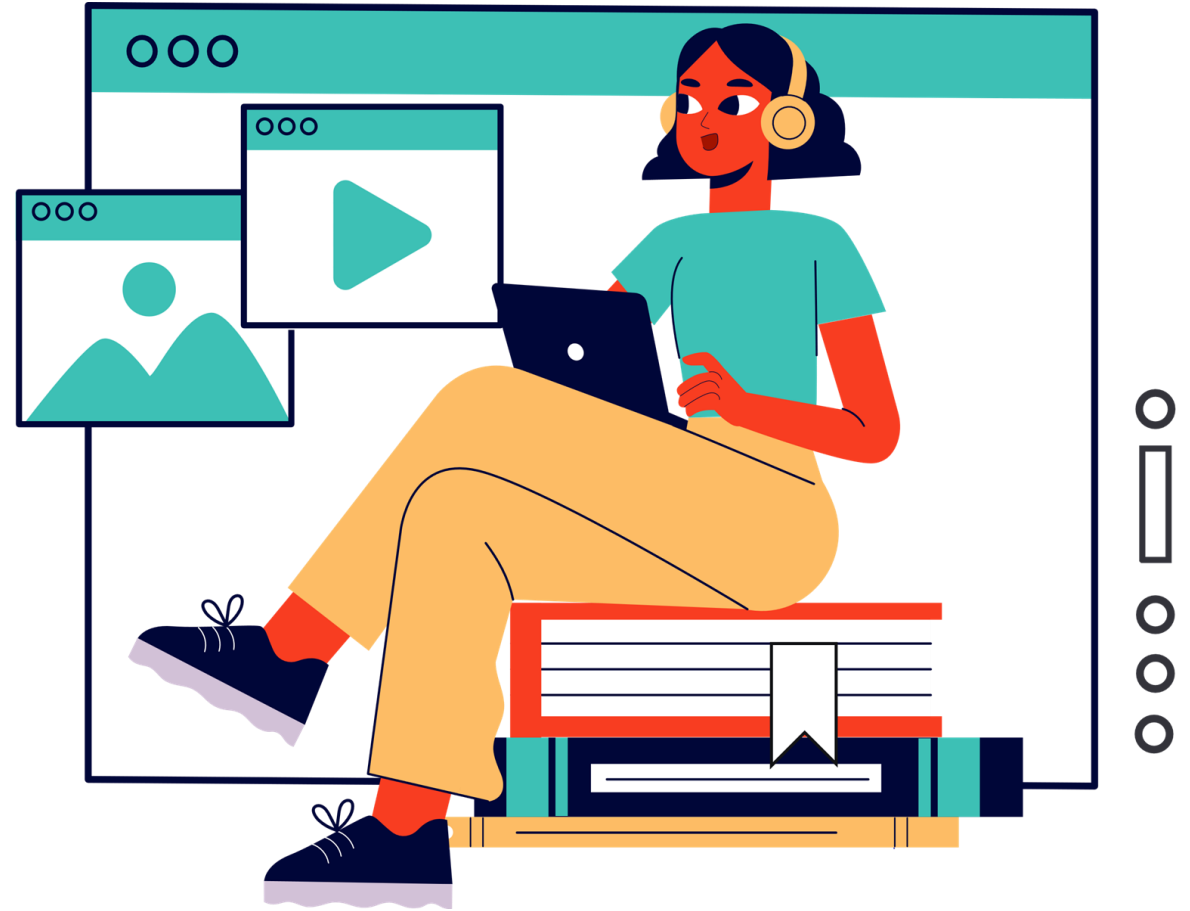


- Communication is not just what you say—it's how you connect.
- Social entrepreneurs build movements, not just businesses—and **stories are their most powerful tool.**
- Always know your audience and use your voice to bring others into the mission.

Reflection



THANK YOU FOR YOUR
ATTENTION!



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