

MODULE

1

# Intro to SocEnt & Design Thinking

*"If you want to create messages that resonate with your audience, you need to know what they care about."*

- Nate Elliott

## Introduction

This module will introduce students to Social Entrepreneurship, Forms of Social Engagement, the Fourth Sector, and how SocEnt is related. The module will explain expectations, deadlines, the project, and exciting additions to the curriculum. It will also cover the main framework of SocEnt this year: the Design Thinking framework.

## Objectives

1. Students will be able to comprehend the origin and definition of social entrepreneurship.
2. Students will be able to distinguish social entrepreneurship between other forms of social engagement.
3. Students will be able to pinpoint where in design thinking the target audience fits and why.

## Agenda

1. Facilitator and Student Intro (15 minutes)
2. Introduction to SocEnt (10 minutes)
3. Design Thinking Lecture (35 minutes)

## Facilitator and Student Intro (15 minutes)

To start off SocEnt, each facilitator should give an introduction of themselves including information such as their name, hall/wing, and favorite product on the market. They then will have each student provide a 30 second pitch about their favorite product, preferably with everyone standing on top of a chair to project their voices.

## Introduction to SocEnt (10 minutes)

Utilize Presentation

## Lecture Notes

### Design Thinking (10 minutes)

**MUST READ:** [Source](#) and any case study you use!

## Lecture Notes

1. What is design thinking?
  - a. A process of creative problem solving
2. The Design Thinking Process
  - a. Three main stages:
    1. Understanding the problem/Gaining Empathy- doing lots of research into your target audience, scoping out problems.
      - a. This is one of the most important things to emphasize; in the past, common practice was just to create
    2. Exploring Solutions/Ideation- generating a lot of ideas
    3. Experimentation- prototyping, testing, getting feedback, and modifying
3. The Design thinking mindset
 

Though the process of design thinking is important, it's more so about having the design thinking mindset. This entrepreneurial mindset captures the mentality and needs of the people facing your problem (target audience), paints a picture of the opportunities based on the needs of these people, and starting doing things (experimenting). A traditional problem-solving mindset would face a problem thinking "I have to solve this," a design thinking would think "What questions can I ask that might move me forward to better understand the situation."
4. Why do we use it?
5. Case Studies
  - a. SwipeSense
  - b. [Pick another one of your own from the summer homework](#)
1. Wrap up questions
  - a. What is design thinking?
  - b. How can you center your project?
  - c. Why is the Target Audience important?
  - d. What is pain point?
2. Facilitators should give closure by wrapping up final discussions and touch on key points that students brought up.

## Facilitator Homework

Have one-on-ones with each student before the next module. Take notes on each student's likes/dislikes, personality, and potential group pairings.

## Student Homework

Sign up for one-on-ones and start thinking about the issues you may want to work on.