

NPLD 794: Tools and Concepts for Social Impact & Change

Students select three (3) out of four (4) weekend workshop choices. The course is open to students from all graduate and professional programs as well as select undergraduates. Please note, you must register for section 001 and THREE workshop sections (from the list below) in order to receive credit for the course:

Section 301: Design Thinking for Social Innovation

Instructor: Nicholas Ashburn (nashburn@wharton.upenn.edu)

Dates: Friday, Oct. 17th and 24th, 9am – 5pm

Workshop Description:

The issues we face in the social sector are complex, messy, and require more than a single product, service, or program – and this demands unprecedented levels of innovation. Why innovation? Albert Einstein once said, “We can’t solve problems by using the same kind of thinking we used when we created them.” Innovation is really about value creation. In the private sector, value is measured by the traditional bottom line (profit). In the social sector, our value is our social impact.

Design thinking (or human-centered design) is one way to unlock what’s truly valued in our communities. It’s a mindset that begins with gaining deep empathy and helps us understand not only people and their needs but also the broader context that shapes their daily lives. Design thinkers learn by doing and evolve their solutions based on real-time feedback. Design thinking combines empathy, creativity, and prototyping – all crucial elements for innovation in the social (or really any) sector.

In this workshop you’ll explore the main concepts in design thinking and apply these principles to a local non-profit organization looking for insights for social innovation.

Section 302: Social Media for Social Change

Instructor: Sherrie Madia (madia@wharton.upenn.edu)

Dates: Saturday, Sept 27th and Oct 25th, 9am – 5pm

Workshop Description: This two-day workshop is designed to provide an overview of social media and communication applications in an organizational setting, including why organizations must tune in, what the digital space can—and cannot—do for organizations, and best practices in strategic implementation and management for social change. Students will develop an understanding and awareness of issues at the forefront of all nonprofit communications strategies today including: Use of social-networking applications such as blogging, Facebook, Twitter, and more, when to create new social spaces and when to tie in to existing spaces, allocation of resources, the importance of metrics, use of critical feedback loops, and how social media applications must work in conjunction with traditional media. In addition, students will gain an understanding of applied best practices through hands-on exercises and an out-of-class assignment.

Section 303: Change Management - Let's Embrace Change

Instructor: Priscilla Rosenwald (prose@leadrecruit.com)

Dates: Friday, Oct. 31st and Nov. 7th, 9am – 5pm

Workshop Description:

Change is hard. People resist it, but for a flexible workplace culture to take root, organizational change will have to occur. Change is the event but, the transition of accepting that change is the process comprised of the emotional, psychological, and organizational shifts that must occur to embrace change effectively. Leadership change can be threatening to individuals and organizations, yet successful adaptation to change is crucial to the success of any organization. While no single change management plan or methodology fits every organization, there is a set of best practices that can be adapted to a variety of situations. This is a pivotal moment for future nonprofit leaders to explore change initiatives that would create organizational transformation and promote new opportunities to make a difference. We will explore personal and professional strategies which can create a solid foundation for successful change.

Required Readings (Will be available for purchasing through the Penn Bookstore.)

Leading Change

John P. Kotter, 1996; Harvard Business School Press

When Leaders Leave: A New Perspective on Leadership Change

Lesley Mallow Wendell and Priscilla Rosenwald, 2013; MarketShift, Inc.

Recommended Reading

Switch: How to Change Things When Change is Hard

Chip Heath and Dan Heath, 2010; Broadway Books

Section 304: Branding and Social Impact

Instructor: David Rhode (drhode@pitchinforbaseball.org)

Dates: Friday, Nov. 21st and Dec. 5th, 9am – 5pm

Workshop Description:

This workshop will provide the tools and framework for helping to understand the role that marketing and brand building can play in the non-profit sector. As such, we will create a shared understand of the key concepts that help define branding and the classic elements of marketing that will serve as a foundation for discussion and analysis throughout the seminar. We will identify tools and frameworks that brands/companies can use to help design and implement marketing strategy. We will examine the industry trends as relates to the importance of measuring social impact. We will utilize current and relevant case studies that help demonstrate the core concepts of this workshop. Participants in this seminar will get hands on practice in analyzing the Strength/Weaknesses/Opportunities/Threats (SWOT) of a local non-profit organization. This analysis will serve as the basis for helping to create marketing strategies and tactics that they could use to help build their brand. Guest speakers who are active in the local non-profit community will share their perspective.