



MODULE 3.5

# Paradigm Shift Strategies





# Understanding Perceptions

Shifting paradigms means changing perceptions.

When it comes to the role of money and profit in purpose-driven organizations, external and/or internal perceptions such as “social enterprise products/services aren’t as good as those from a private company” can be huge barriers to the overall success and longevity of the organization.

We need to reframe the discussion and dismantle these barriers so that we can be successful in our purpose-driven work.

## Paradigm Shift Strategies

You can learn a lot from the experiences of leaders in the social purpose sector – you’re not alone in making change. Here are some stories and insights from leaders who contributed to this course, offering ideas for shifting paradigms in your own organization.

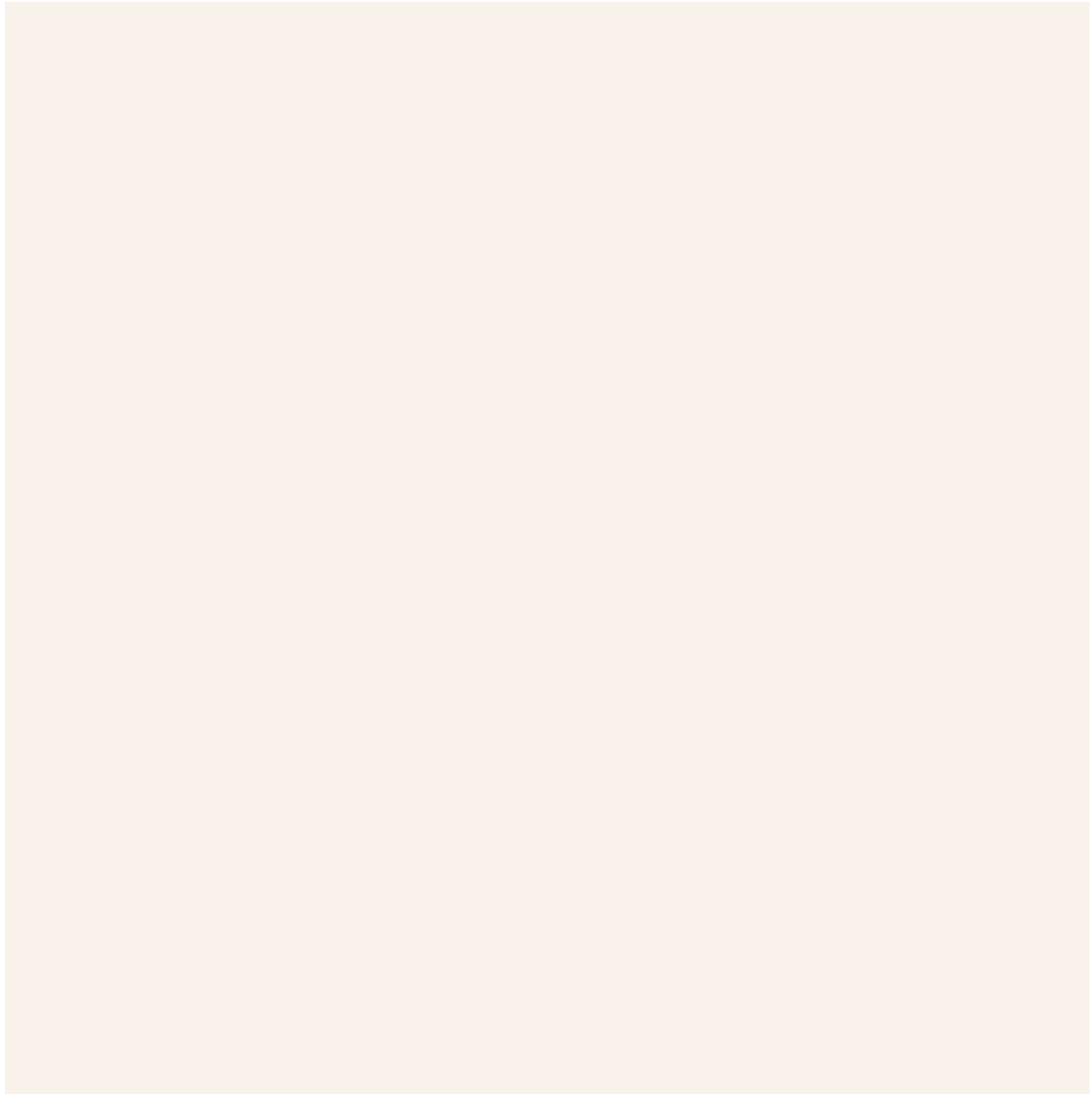
## **Find Your Sweet Spot**

Leadership has to find the sweet spot to ensure they are still meeting the mission and value of what they're trying to do, and that they're focused on quality. For instance, in an employment program, is your target 60% people with barriers to employment or is it 40%? Because you can have a great program that does work, but if it's not done well then it's not going to be a success.

Perception from external companies is that the quality is not going to be as good with a social enterprise. Some show that they can be successful right off the bat, but for others it can take longer for that perception to change.

**Michelle Lackie: Executive Director, Exchange Inner City.**

What is one perception about your organization's work that you would like to change? What could you adjust in how that work is delivered, to enable a shift in perception?



## **Triple Impact Model**

When we think about our target partner, it's someone who can be a donor, but can also be a customer, and potentially be an employer for our graduates. We call it the Triple Impact Model.

It's like upselling. When a customer comes in, we invite them to our donor events. People who are donors and run businesses could become employers. So, we deepen the partnership for people who really want to see the long-term impact.

**Rev. Matthew Smedley: Executive Director and Chief Empowerment Officer, Mission Possible.**

How could your organization turn donors or customers into partners? How could you upsell them by finding new ways to engage them in your impact work?

