

Social Entrepreneurship - mission for this generation

Why:

Each generation is responsible...Booth

Christian youth not sure of themselves or what to do. But they also hold the keys (creativity, identification, anointing) to meeting the coming challenges

but!

- consumer oriented instead of social oriented
- independent but needing connectedness
- relational and work well with team
- hard to initiate but keen to have a go

4th generation theory, get em engaged or at least warn them, but with opportunities

There are people who are engaging at a dynamic level (Bono, 1Bloc etc) which needs to be exposed, championed and added to

Who:

passive - don't know and don't care. Introverted and don't see either their own importance or the needs around them (encouragement)

active misdirects - doing something but unfulfilled and lacking vision, clarity (understanding)

entrepreneurs - knowledgeable, clear and active (support)

Felt needs:

passive - basic encouragement, connectedness, sense of place and maybe future, experimentation, exploration (Peck - Confusion)

active misdirects - clarity and sense of destiny, gifts used and recognized, dissatisfied (Peck - Conformity)

entrepreneurs - support, recognition, growth (Peck - non-conformity and communal spirituality)

"Scott Peck suggests that there are four distinct stages of growth in religion. The first stage is antisocial "confusion". The second stage is institutional "conformity". The third stage is individual "nonconformity". And the fourth stage is communal "spirituality". For people who have been "confused", no doubt the clarity of religious "conformity", of one kind or another, can be quite helpful. But if people do not grow beyond acceptance of "conformity", to a respect for "nonconformity", they can get stuck at a stage of religious development, where they get so locked into their dogma, that they simply can't relate to an Other, and community development becomes a sheer impossibility. However, if people grow towards a stage of "spirituality", where they acquire the maturity to be able to facilitate unity and diversity with an Other, regardless of dogma, religion can play a very creative role in community development."

What I can do:

- 1. speak it out, call it for what it is, but champion hope and movement**
- 2. identify the key issues for each group - facilitate the next step**
- 3. support movement for each of the three groups**
 - **passive: basic teaching and encouragement**
 - **connecting people in similar locations (of heart and city)**
 - **encouraging experiments and opportunities**
 - **active: identity based calling teaching**
 - **connecting with entrepreneurs**
 - **championing stories and successes**
 - **entrepreneurs: connecting people and skills to their projects**
 - **finding funding, political support, exposure**
 - **principles of the mission - humanism vs. the kingdom**
(http://www.flinders.edu.au/religiouscentre/interfaith_forum/2002/violence.php for Dave Andrews article)

4. Connect with other groups that are already moving in similar direction

Web Site:

- **Main page: mission with links to**
 - **Who are you? Three groups**
 - **Key messages (definitions)**
 - **Movement portal**
 - **Champion story (link to any ones stories)**
 - **Site map link**
 - **Sign up (news, groups, interests)**
 - **YWAM Associates**
- **Three groups page**
 - **Why?**
 - **Passive**
 - **Active**
 - **Entrepreneur**
 - **Links**
- **Message and teaching pages**
 - **Identity**
 - **Four generations (and signs of the times)**
 - **Mission in 2007**
 - **Relationships (personal and social)**
 - **Calling & confusion**
 - **Transforming culture**
 - **Getting support, what kind of community do you need**
 - **Mission vs. humanism**
 - **encouragement**
 - **links**
- **Passive**
 - **Message – confusion, encouragement, exploration**
 - **Movement: network, opportunities**
 - **Links**
- **Active**
 - **Message – conformity, identity, growth**
 - **Movement: network, opportunities**
 - **Links**

- **Entrepreneur**
 - **Message – support, recognition, growth, principles**
 - **Movement: connectedness, exposure, long term change**
 - **Links**
- **Movement portal**
 - **Contrast sites (introverted movements)**
 - **Champions (1bloc, One etc.)**
 - **Stories and blogs**
 - **Networking links, team formation & expansion**
 - **Categories: Domains, locations, specific needs (poverty, architecture...)**
 - **Smart Google searches**
- **Stories**
 - **Before, middle of the process, moving forward sections**
 - **Focus story**
 - **Links and connections (sign ups to help)**
- **Intranet**
 - **Bbs's**
 - **Resource links**
 - **connections**

My Space vs. His Space

Cheesy title I know, but I wanted to capture these two perspectives. Seems to me that the My Space universe, now ruled by Rupert Murdoch, is a great snapshot of part the present generation: Totally self centered and desperately needing to be connected. 5,000 pretend friends can't be wrong, can they?

My Chemical Romance screams "Marry me" and AFI asks Miss Murder if they can take their lives... Doomed introspection and clawing for love at the same time. A paradox? Not according to Blaise Pascal, the 17th century math genius who said that we all have a God sized hole in our heart. I think that hole needs unconditional love (the need for connectedness) and value (the need to be understood). When God is not meeting these, Christians and non Christians alike will go to all kinds of

lengths to fill the space. And we will do this with My Space, or with His Space.

What My Space looks like:

- A need to be individual (as in "Daddy, look at **ALL** the alternative people...")
- A need to be someone's friend
- A small world that traps my potential with fear (no love, no risk)
- A good time until I gotta grow up and pay my own bills

What His Space looks like

- A need to be in family
- A need to befriend the friendless
- A large space to take risks under the caring eye of a Father who gets you
- A good place to grow up and branch out

So what happens when you have 5,000 my space friends and three real ones? When you were raised by your mom and a TV or a computer? When your education was either a disaster or non event? When your sense of the future is what happens on the weekend? When My Space is pretty much all you've got? And what happens when a good chunk of your generation's biggest contribution to society is the marketing exercise you have become for Nike, Coke et al?

World freaking destruction, that's what.

A theory of doom and gloom

Please don't blow up the world.

Who is bucking the My Space trend? Social Entrepreneur...

- what is this beast you speak of
(http://en.wikipedia.org/wiki/Social_entrepreneur)
- is this humanism?
- a great opportunity to walk the talk of the Kingdom
- break out, or get lost in your own black hole

What we can do.

1. Get your root structure properly in place (God, family, identity, friends)
You don't need a lot of money, but you gotta have these four areas squared.

2. Look out or get trapped inside your own life forever (and I mean for ever. Scared?)

Why do goats look like sheep in the middle east?

3. Do something, anything (as long as it's local and it's you)
You can branch out from there (Cameron Sinclair)

4. Network with a mission (up in and out)

Heros of the past:

Vinoba Bhave (http://en.wikipedia.org/wiki/Vinoba_Bhave)

Florence Nightingale (http://en.wikipedia.org/wiki/Florence_Nightingale)

William Carey

Movers today:

Jeff Skoll (<http://www.skollfoundation.org/>)

His Space places:

be.com

<http://1bloc.com/>

<http://www.startingbloc.org/about.html>

<http://www.one.org/>

http://www.ashoka.org/fellows/social_entrepreneur.cfm

<http://www.schwabfound.org/>

Vids

Cameron Sinclair

Lady from the Bronx

Ken Robinson

Film lady