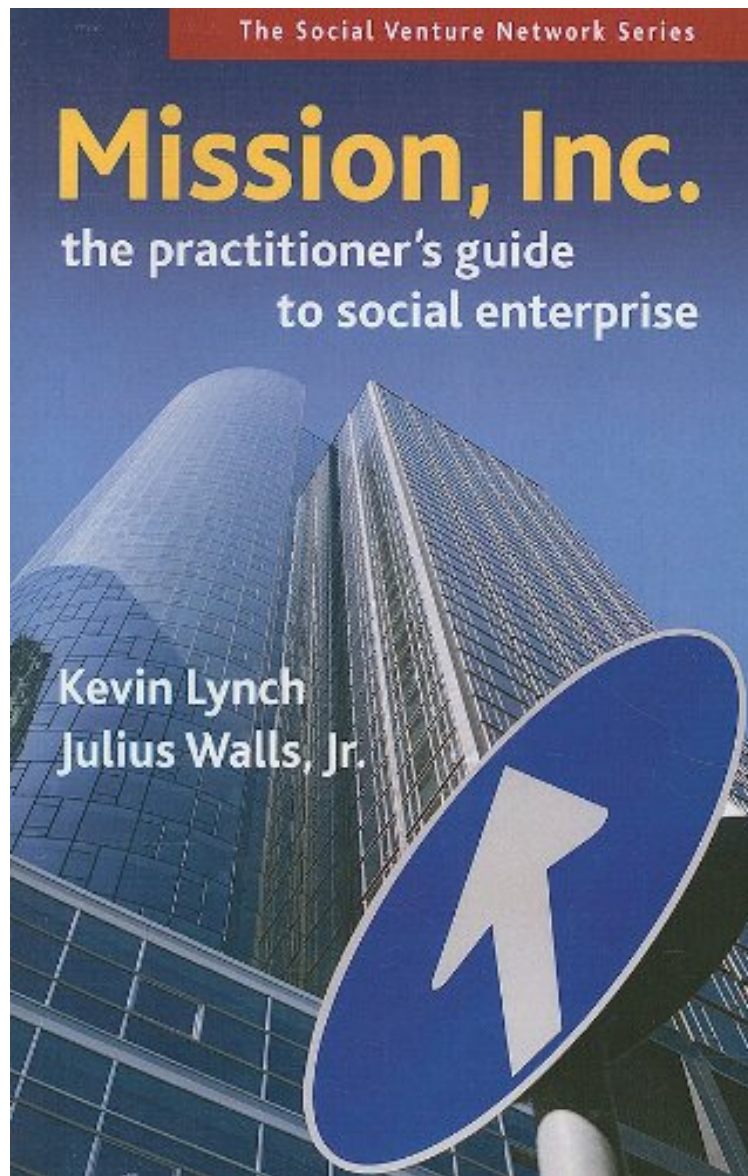


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Mission, Inc.: The Practitioners Guide to Social Enterprise (Social Venture Network Series)

Kevin Lynch, Jr., Julius Walls

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Kevin Lynch, Jr., Julius Walls : Mission, Inc.: The Practitioners Guide to Social Enterprise (Social Venture Network Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Mission, Inc.: The Practitioners Guide to Social Enterprise (Social Venture Network Series):

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AmpostA must read for your social change enterprise! Practical guide to help with the navigation of your mission and your margin. Recommended books: How To Change The World, Caring economics, and Beyond Religion... These books are a great start in developing your social change enterprise!0 of 0 people found the following review helpful. The best kind of practioner's GuideBy J. RobinsonLunch and Walls have found the right balance of lessons learned from their own experiences, those learned by other social entrepreneurs interviewed, and reminders of basic mission-money tensions. They made a terrific key-note presentation at the 2009 Social Enterprise Alliance Summit, and their book provides depth to the observations they shared at the conference.I also appreciate the openness and honesty about their own professional paths and their willingness to connect with readers about the issues discussed in Mission, Inc. This is a fine addition to the body of literature about social enterprise.0 of 0 people found the following review helpful. Mission, Inc.By Mark B. FarisThis is an excellent book for any professional manager in the for profit or non-profit sector that outlines the fundamental keys to successfully running an enterprise. The authors have personalized the successes and failures of their businesses in a way that makes anyone want to contribute more to a non-profit social enterprise. Please help these uplifting individuals make the planet a better place. You might find this inner joy helps you run your business unit or overall enterprise more profitably and efficiently.

Business has the power to change the world, but some businesses embrace that opportunity more aggressively than others do. Social enterprises put their change mission first ndash; what they sell or what service they provide is a means to accomplishing a larger goal, rather than an end in itself.Their front-and-center commitment to doing good makes social enterprises immensely attractive. But if you want to run one successfully, you have to manage a tricky balancing act. How can you be as efficient as any of your for-profit or nonprofit competitors while at the same time staying true to your social purpose?In this groundbreaking guide, social entrepreneurs Kevin Lynch and Julius Walls draw on their own extensive experiences and those of twenty other social enterprise leaders to focus on the fundamental blocking and tackling tactics that make the difference between success and failure. Exploring the many paradoxes that can hamstring social enterprises, the authors explain how starting and running a social enterprise requires leaders to adopt an entirely different mindset and often a wholly different perspective on the day-to-day choices theyrsquo;re forced to make. Likewise, Walls and Lynch help readers grapple with a different set of expectations from employees, investors, customers, and the community. For social enterprise practitioners, these expectations present an added layer of difficulty ndash; but they can also offer unique advantages, which the authors explain how to leverage. Whether readers are looking for guidance on finding and hiring talent, marketing, finances, or scaling, this practical, accessible guide offers clear and compelling answers that light the way.

From the Publisher Praise for Mission, Inc. "Read this book and keep it nearby. It is jam-packed with useful and relevant information not only for the aspiring social entrepreneur but for the experienced one as well. I learned a lot that will help me in my own business." --Michael Hannigan, President and cofounder, Give Something Back, Inc. "Kevin Lynch and Julius Walls have written the most accessible, practical approach to social enterprise in years! Newbies and veterans alike can mine their work over and over again and never come away empty." --Jerr Boschee, founder and Executive Director, The Institute for Social Entrepreneurs, and Visiting Professor of the Practice in Social Enterprise, Carnegie Mellon University "Like the social enterprises it celebrates, Mission Inc. successfully juggles a `double bottom line,' integrating a bold vision for business as a vehicle for social impact with exceptional practical advice for the organizations and people that increasingly pursue an idea whose time has come." --Jim Schorr, Professor, Vanderbilt University, and former CEO, Juma Ventures About the AuthorJulius Walls JR. is senior vice president business and real estate of the Greyston Foundation and CEO of the Greyston Bakery. Greyston Foundation is a values-driven network of nonprofit and for-profit organizations founded to help transform the lives of individuals, families, and communities. Greyston is located in and focuses the large majority of its community development and social service work in the southwest section of Yonkers, New York. Kevin Lynch is President of Rebuild Resources, a non-profit, social purpose enterprise that helps chronic addicts and alcoholics find a path to sobriety and self-sufficiency through employment and spiritual recovery. Rebuild has multiple business operations, including sportswear imprinting and embroidery, manufacturing and light assembly, and steel sawing, which provide a recovery environment for its student-employees while creating the earned income streams to support the organization. Prior to Rebuild, Kevin was founder and principle of Lynch Jarvis Jones, an advertising agency dedicated to creating positive social change through the power of advertising and marketing.