



Turn Employees into Social Entrepreneurs

By Jef Menguin / jefmenguin.com

Date



How can companies help change people's behavior in order to benefit society?

**We can transform the
impact of our everyday
actions into a conscious
collective movement of
good choices.**

What You Will Get

I will reveal three conditions necessary for changing human behavior.

Provide mechanism you can use to drive positive behavior change

Examples of Positive Behavior Change

Health

- ❖ Exercise
- ❖ Quit smoking
- ❖ Reduce alcohol consumption
- ❖ Breastfeed
- ❖ Access healthcare resources to improve overall health

Civic Engagement

- ❖ Sign a petition
- ❖ Vote
- ❖ Volunteer in community
- ❖ Donate to charity
- ❖ Share expertise to school teachers

Societal and Economic Inclusion

- ❖ Children to stay in school
- ❖ Start a business to pull their family out of poverty
- ❖ Reduce violent behavior

Environment

- ❖ Recycle
- ❖ Purchase "green" products
- ❖ Revitalize local river to conserve habitat and protect species

What are the
three
conditions
necessary
for changing
people's
behavior?



✿ Motivation

✿ Ability

✿ Opportunity

Example:

- ❖ **Motivation:** a mother in a disadvantaged community wants to earn an income to help feed her family.
- ❖ **Ability:** She is a talented seamstress who likes sewing and tailoring clothes.
- ❖ **Opportunity.** She does not have a sewing machine and can't afford to invest in material

What can be done?

Provide resources. A local micro-financing may provide seed funding to buy a machine and material and to print posters advertising her services.

What are the mechanisms we can use to drive positive behavior change?



To keep people motivated

- ❖ Communicate
- ❖ Apply Social Pressure

To increase ability

- ❖ Build their self confidence
- ❖ Educate them
- ❖ Train them

To create opportunities

- ❖ Empower people
- ❖ Strengthen social capital
- ❖ Change the environment

What's next?

- ❖ Get a longer, more detailed copy of this presentation. Email me at inspire@jefmenguin.com
- ❖ Build a core team in your organization who can help you find a good place to start and drive social change.



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