



Building recovery – capturing hearts and minds

Jeanne Booth and Paul Hacking

Recovery may come but we'll never be the same....

- There may be lots of work but not many jobs
- Fuzzier distinctions between public, private and third sector organisations
- Trust has been shaken in large '*too big to fail*' organisations, political and financial leaders
- Technology provides ordinary people with more power to complain and influence policies
- Technology also increases the kinds of work that can be accomplished as tasks or projects anytime, anywhere, at the best price

Understanding graduate entrepreneurs

- More drawn from arts and humanities – not science, engineering & technology or business administration
- Not in it solely for money – more important is personal development, job satisfaction & social issues
- Bulk of graduate entrepreneurs are relatively poor but happy

- 35% of all early stage entrepreneurs in the UK now looking to start a social venture

(Social Entrepreneurship in the UK, 2008, Global Entrepreneurship Monitor)

- Annual financial turnovers of social enterprise projects growing almost twice as quickly as those of traditional businesses

(Comparison made by Social Enterprise Magazine of the top 40 companies)

- About 10% of the Cass Business School MBA students are from the third sector or hoping to work in the field

Generation

Want **good** work

- Makes a difference
- Shared values
- Flat structures
- Self-development
- Ethical & sustainable operation
- Sharing learning & working in teams



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Sat Bains
"You should cook with a bit of love...a bit of skill and technique"...




LIVE: Felix
To the amusement of the band, this moment of musical tranquility is broken by the bizzare sound of a baby crying...




Dawn and the Dead
The greatest story ever told. With zombies. In Nottingham...



Last Orders at the Bar
The Demise of the Great British Pub. "Just because something is broken does not mean it's not beautiful"...



Sound Of The Lion #3
With Lisa de'Ville, The Engines of Armageddon, Here's To Tragedy, In Isolation, Mas Y Mas, The Theorist, Becky Syson anf Glades...




2Tone Featuring Kye - Roots
Finally someone's released a grime tribute to ground-breaking 70s race drama Roots! Well, not exactly...



The Book of Eli
There are moments of genius and originality but, adversely, there are others of clichéd unoriginality...



Felix Interview
"The first gig I went to see was a classical music concert. I only listened to classical until I was about 11 or 12 - I was such a little boffin"...



More articles
Live: Method Cell at The Old Angel, Captain Dangerous, Fists and Lisa de'Ville, The Road, Family Guy and football writer Paul Reaney, Left Brian: January, Left Pie-On: January



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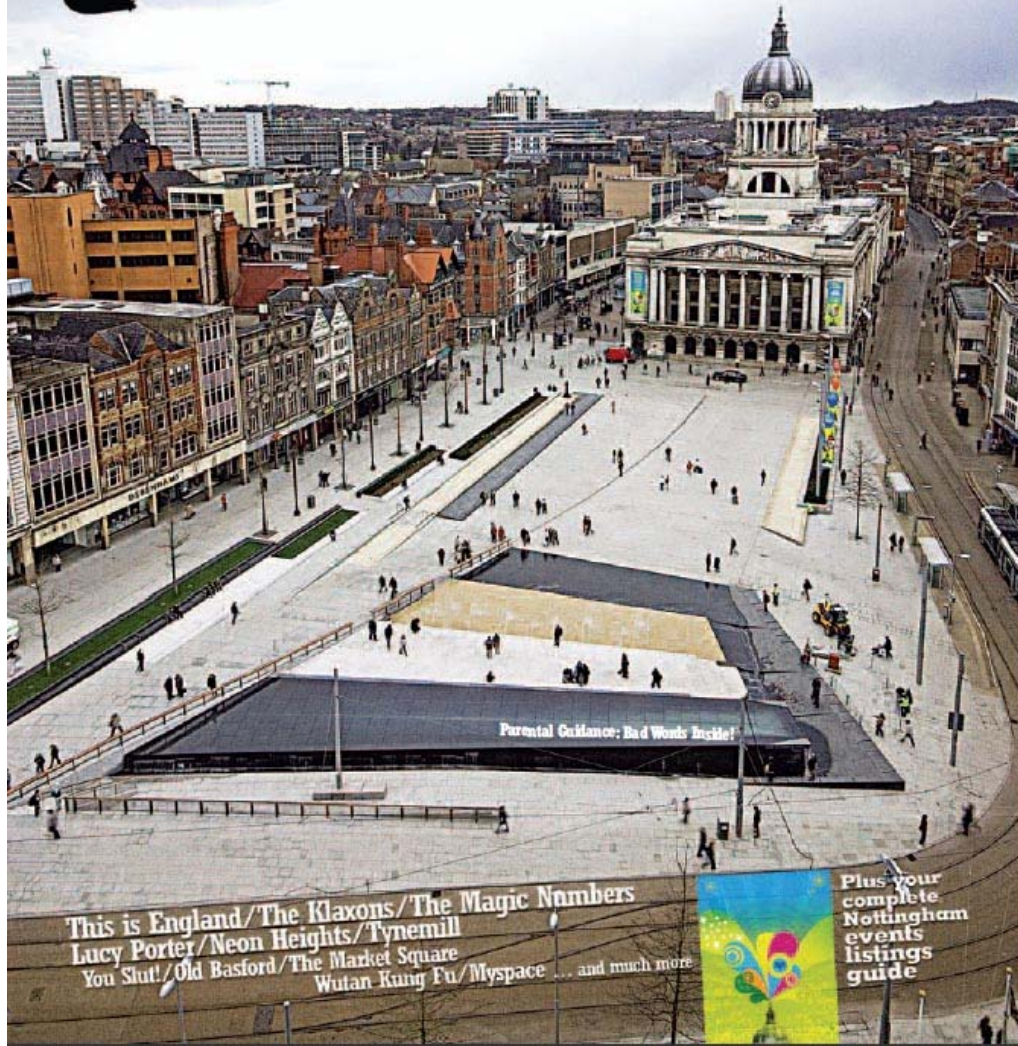
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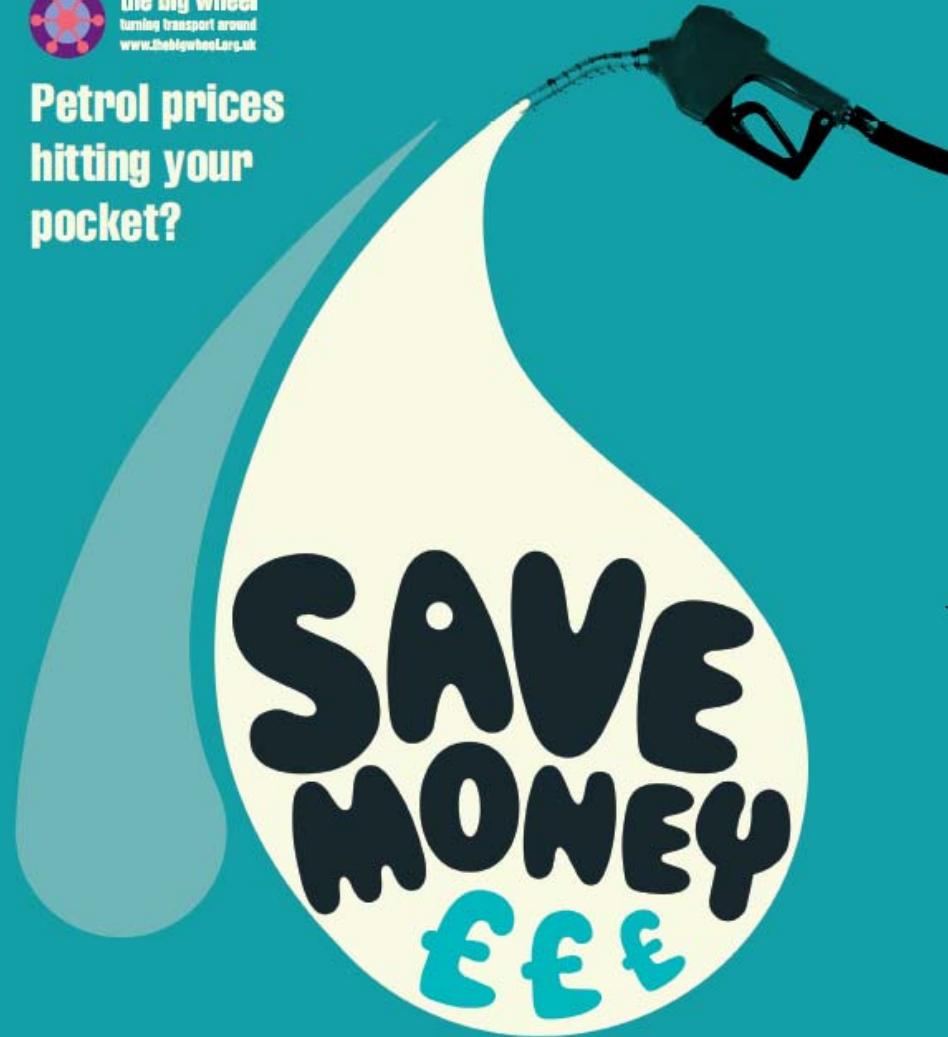
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Some example initiatives

- HE Social Entrepreneurship Awards Scheme
- Students In Free Enterprise
- Ethics in MBA programmes and now Social Enterprise MBAs



Developing and promoting CSR strategies offers ways for universities and businesses ...

- to connect with students' and graduates' changing aspirations and attitudes to work
- to attract the more creative and enterprising students by focusing a little less on developing the 'business head' and a little more on engaging with the heart

Discussion

- Are you experiencing similar trends in your country or organisation?
- Any other initiatives you are aware of?
- Other ideas and actions for business and universities?

Thank you

For more information and to read this
presentation with notes

www.headorheart.net