

Future of Business: An Intercompany Course for Changemakers

6th Edition



ONLINE
PROFESSIONAL
DEVELOPMENT
TRAINING

NEXT SESSION
February 27 – April 7, 2023

Applications open!



Course Description

Considering the world's rate of change and the increasing demand for meaningful adaptations, embracing social impact and collaboration across sectors has become essential to a company's survival. To create a corporate culture of changemaking, developing and fostering skills like intrapreneurship, agility, teamwork, empathy, and collaborative leadership is increasingly important. This is the future of business.

At Ashoka, we believe that equipping your workforce with changemaking skills is key to building an enterprise that can thrive in the competing business landscape of the future.

To help companies succeed, **Ashoka Changemakers** and **Ashoka Changemaker Companies** created **Future of Business: An Intercompany Course for Changemakers**. This six-week online learning experience trains business professionals on the fundamentals of social impact, while unpacking the role of corporations in building sustainable systems. In this edition, the course is offered to Ashoka's corporate partners, Ashoka Support Network members, and young innovators in the Ashoka network working with the business sector.

This course is delivered through an online platform and requires **a minimum recommended time commitment of two hours per week**. During the course, we have three live events, in which learners can engage with guest experts and share their projects and learnings with other participants and with the facilitators. To accommodate busy schedules, we communicate the webinars in advance and construct a learning environment that offers participants plenty of options to explore the content most relevant to them through **assignments, discussion forums, readings, and videos**.

Participants earn a **certificate** by completing the course modules and accumulating points, which are awarded by interacting with the platform features and with other learners. Those who go above and beyond receive a certificate of distinction and a letter signed by Ashoka's Founder and CEO, Bill Drayton.

Learners connect with a global community of changemakers from diverse backgrounds, industries, and leadership levels. This experience also takes participants through a self-reflection journey – each stop presents an opportunity to deepen participants' knowledge of how they can change the world for the better and grow confidence in their ability to contribute to that change.



Offered to Ashoka's corporate partners, ASN members, and young business innovators in the Ashoka network



Minimum of 2 hours of commitment weekly – self-paced



Ashoka certificate provided

Course Topics



Module 1: Why Social Innovation and Entrepreneurship

Social entrepreneurs are individuals with innovative solutions to society's most pressing social, cultural, and environmental challenges. Looking to examples that have reshaped global industries, in Module 1 we connect the dots between big innovations and social entrepreneurs to learn how they have influenced new systems and modes of thinking and operating.



Module 2: Social Intrapreneurship and the Corporate World

Module 2 explores the definition of social intrapreneurship and how to frame the social innovation happening within companies. Participants draw understanding from real-world examples and learn about necessary skills to grow as an intrapreneur and create impact from within an institution.



Module 3: Systems Change and Levels of Impact

Module 3 introduces learners to the concept of systems change and the different levels of impact. We focus on how to create change and how we can escalate our impact within systems by understanding how solutions can address the root—or a portion—of a social problem.



Module 4: Developing Changemaker Skills to Advance Social Impact

In Module 4, we look at the skills needed to advance social impact in a rapidly changing environment, such as empathy, new leadership, collaborative teamwork, creativity and more. We review examples of real-life challenges to advancing social impact and learn how successful innovators employed these skills and others to overcome barriers.



Module 5: Shared Value & Co-creation

In understanding the primacy of the relationships between people in the system, participants explore co-creation as a tool for organizational transformation and an opportunity for businesses to spark the next generation of sustainable solutions through cross-sector collaboration. We can inspire new business models and ideas by developing shared value and working closely with non-traditional partners.



Module 6: Final Review and Wrap-up

The final week is an exercise in reflection and an opportunity to review content. It also allows participants to crystallize their professional connections from the course and discuss the concepts we've explored together.

Who should take this course (and why)

This course is offered to Ashoka's corporate partners and their employees, Ashoka Support Network members, and young innovators in the Ashoka network working with the business sector. The content focuses on the way private, for-profit institutions can develop practices and mindsets that address the future challenges of businesses and society. Professionals are invited to follow a learning journey and incorporate their learning into their roles. Our cohort is mostly comprised of:

- Business managers who want to use their role within their companies to **build more socially sustainable practices with both social and business impact**;
- Executives with the desire to **bring social impact into the fabric of their institutions**;
- Corporate leaders interested in advancing a sustainability culture in their departments or sectors, who **need tools and best practices to implement a plan**;
- Early and mid-level business professional managers who want to **expand their skill sets in leading positive change**;
- Professionals with multiple backgrounds who work closely with the private sector on the **development of sustainable practices in their value chain**.



Course Resources and Features



10+ Videos



20+ Readings *



15+ Discussion Forums



3+ Live Events **

* Case studies, articles, excerpts from books and publications, and sections from academic work

** Live webinars and office hours



200+
PARTICIPANTS
FROM
20+
COUNTRIES

30+
COMPANIES
REPRESENTED



Feedback and reflections from past participants

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I've always seen myself as a changemaker, but going through this course and learning that there is a name for what I have been doing is like finding my tribe. I have a lot of notes and ideas that I don't want to lose—concepts that I want to learn more about so I can share them with my colleagues and my networks.

Financial Industry, Philippines

In our current society, we tend to think and act in silos, and we keep forgetting that we are actually actors in a system, no matter if we are entrepreneurs, NGOs, big companies, or citizens. Thinking and acting in silos is also a problem affecting organizations internally and impeding them from achieving their goals or their mission. Having a learning mindset and focusing on collaboration are very important also within an organization to be able to make a difference.

Energy Industry, Romania

“The course has given me reassurance and knowledge on how to work and think in terms of innovation to make impact... large or small. [...] Every step counts towards the end goal and the learning process in between. I would like to try to apply some of this new knowledge and understanding to create a better workplace: more healthy, fair and inclusive at all levels, boosting the shared value. Open minds and empower change, to improve the business culture and to support the company's community to adapt to this constant changing world.”

Food Industry, United Kingdom

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Course Development

As the world's first and largest network of social entrepreneurs, **Ashoka** understands how leading changemakers are tackling problems and reimagining systems for the common good. Ashoka's **Changemakers** and **Changemaker Companies** teams are working together to offer corporate partners structured trainings that build upon its 40 years of experience supporting cross-sector institutions in addressing the world's most complex problems in climate, healthcare, education, unemployment, gender, and more.

Changemakers is Ashoka's program that uses the power of digital technology to equip everyone to be a changemaker. We launch initiatives in partnership with companies and foundations, such as innovation challenges, courses, entrepreneurship bootcamps, online publications, and more, to empower individuals with the tools, resources, and network for them to succeed as agents of change in their communities and work environments.

Changemaker Companies is a global initiative launched by Ashoka in 2015 to shape business for impact. Changemaker Companies develops leaders with skills to navigate and create change as a first step in cultivating a corporate culture that aligns mission with values. We connect companies with social entrepreneurs working on an issue related to the company's core business and build tailor-made collaborations that benefit both. This collaboration often leads to impactful new services, products, and business models.



Applications open until February 17, 2023*

<https://www.ashoka.org/en/program/future-business-inter-company-course-changemakers>

For companies, our pricing model is based on the number of enrolled employees.



Limited free seats available.

* This course is offered to Ashoka's current and future corporate partners, ASN members, and young business innovators in the Ashoka network. If you are unsure about your eligibility, please contact your management or send us an e-mail at courses@ashoka.org.

