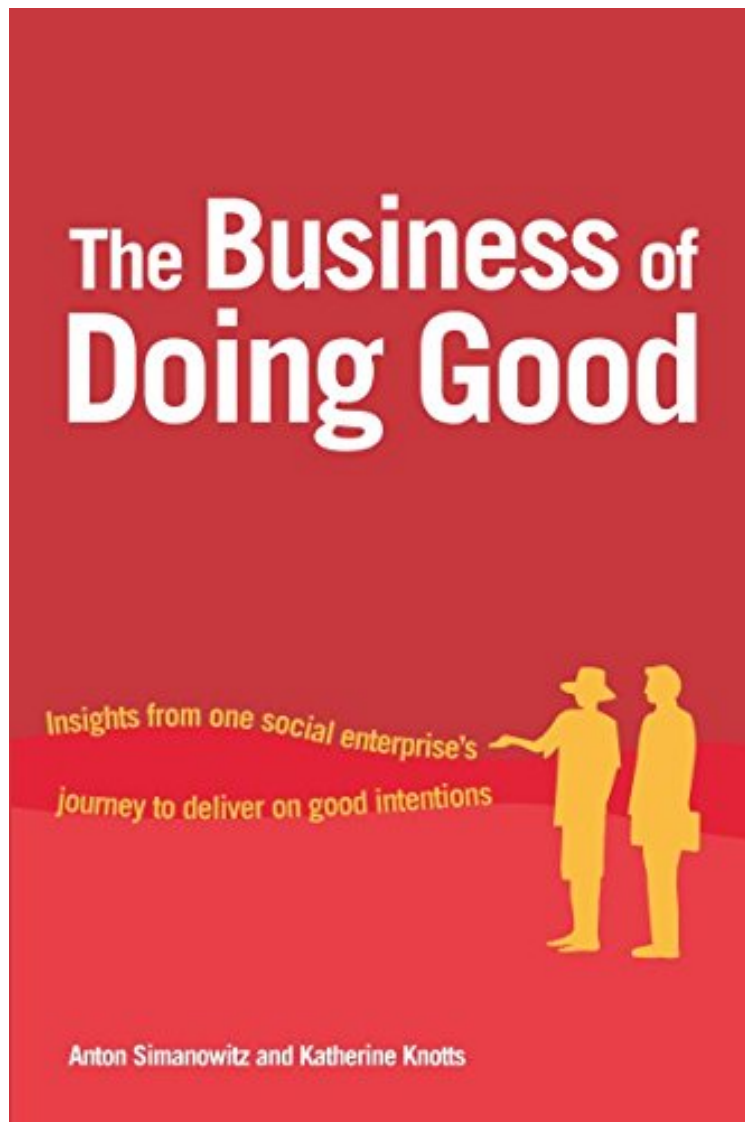


[E-BOOK] The Business of Doing Good: Insights from One Social Enterprises Journey to Deliver on Good Intentions

The Business of Doing Good: Insights from One Social Enterprises Journey to Deliver on Good Intentions

Anton Simanowitz, Katherine Knotts
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Anton Simanowitz, Katherine Knotts : The Business of Doing Good: Insights from One Social Enterprises Journey to Deliver on Good Intentions before purchasing it in order to gage whether or not it would be worth my time, and all praised The Business of Doing Good: Insights from One Social Enterprises Journey to Deliver on Good

Intentions:

Why is it that so many organizations, seeking to do good in the world, miss opportunities to do so and indeed sometimes exacerbate the very problem they seek to address? *The Business of Doing Good* reveals six insights for microfinance and other social purpose organizations using the marketplace to tackle a range of pressing social challenges. To deliver on good intentions, we need to do more than simply deliver "good products", and become organizations designed to do good. The insights focus on creating a business model that moves beyond conventional wisdom about clients and marketplace. This means getting to grips with the realities of clients lives, and delivering products that address their real needs (rather than simply chasing market demand). It also means recognizing that our vision is realized through our people. By tapping into their potential, and supporting them to do difficult work, we can do quality work and innovate to constantly do it better. Finally, the insights challenge us to make our social value proposition work from a business perspective defining our own trade-offs, and evolving our approach to respond to a fast-changing world. *The Business of Doing Good* charts the course of one remarkable and profitable social enterprise (AMK) that has, with single-minded purpose, made radical choices and reached deep into rural Cambodia, touching the lives of almost 2million people living in poverty. This book is important reading for microfinance and development practitioners, social entrepreneurs, impact investors, philanthropists, researchers, and students of international development.

This is an uplifting, hugely insightful read with key lessons for all of us. How to deliver societal as well as economic value is a challenge faced by big business, social enterprise and voluntary sector organisations like Concern and Oxfam alike. The blurring of our organisational boundaries has led to exciting innovation in this space that we all need to analyse more... It's a story of learning, innovation, resilience and the simplicity and importance we often forget of people connecting with people. Organisations like Oxfam support and learn from many local partner organisations like AMK. We all share the ambition that local organisations will become self-sustaining, dynamic contributors to overcoming poverty at national scale in poorer countries, but there are very few success stories of social enterprise at scale. Here is one. (Penny Lawrence, Deputy Chief Executive) For funders, investors and donors, *The Business of Doing Good* is a must-read. In its granular portrayal of a value-laden, client-focused microfinance institution, the book asks us to re-evaluate and re-dedicate ourselves to designing funding mechanisms that strategically favor and fund the social enterprises which love their clients first and care for their investors second. This book calls us to be the kind of engaged, thoughtful, mission-focused bankers, accountants, investors, lawyers, analysts and auditors the world deserves. (Jonathan C. Lewis, Founder/Chair) A lucid and thought-provoking account of how things actually work in the field, based on the history and experience of AMK in Cambodia. It should become a well-thumbed staple for many of us working in social investment generally and microfinance especially. (David Woods, Managing Director) Anyone who thinks too much of the discussion about social impact is theoretical -- READ THIS! (Tris Lumley, Director of Development, New Philanthropy Capital Co-chair) "The story of how something happens is endlessly fascinating to restless change agents. In this important new book, readers have the opportunity to dive deep into a successful social enterprise and distil important lessons for a range of future impact investments." (Susan Davis, President CEO) Anton Simanowitz and Katherine Knotts have made an important and practical contribution to the discussion about how social enterprise and inclusive business can be more client-centered and contribute the most to the battle to end global poverty by 2030. By rigorously focusing on the critical issues related to client-centricity in a microfinance institution that has been off the radar of many industry observers, they provide a fresh and practical guide that will shape theory and practice for years to come. (Alex Counts, President) "Based on the journey of one remarkable institution, the authors of *The Business of Doing Good* suggest six lessons on how to align an entire organization behind its social value aspirations. These lessons are a worthwhile read for anyone interested in what organizations need to do to sustainably improve the well-being of poor families in the context of market-based development." (Tilman Ehrbeck, CEO) "Simanowitz and Knotts have produced a comprehensive and highly readable chronicle of AMK's successful quest for growth combining financial viability with social relevance. It is not only an important document for microfinance sceptics as well as supporters but also for the growing numbers of people with an interest in social business; investments that support the lives of the under-privileged while generating acceptable returns for investors." (Sanjay Sinha, Managing Director) About the Author Anton Simanowitz has been influential since the late 1990s as a practitioner and thought leader in the field of microfinance and social enterprise. He works globally with practitioners, investors, technical assistance providers and policy makers to improve the effectiveness of microfinance and social enterprises in delivering positive social outcomes. Katherine Knotts works with social purpose organizations to help them become better learners and communicators, in order to be more effective in sparking positive social change.