

## Certified Entrepreneurial Manager for Social Enterprise

A program jointly offered by Education for Good CIC Ltd. and St. James' Settlement

This brand new and unique program attempts to address one of the top challenges in social enterprise development in Hong Kong: **finding the right person to successfully start and operate a social enterprise.**

We coin the term '**entrepreneurial manager**' to capture the essence of this role.

Unlike the conventional entrepreneur, this person is a salaried manager. But like an entrepreneur, this post calls for a tremendous amount of entrepreneurial qualities. One of the main reasons for the lack of success in many social enterprise start-ups is precisely due to the absence of such a person.

An 'entrepreneurial manager' is not easy to find. But we observe that many people in both the business and social sectors do possess many of the qualities that would make them good candidates for this role. What is needed is an intensive orientation for them to appreciate the nature and challenges of the job, so that they could better leverage their expertise and experience to excel themselves in this challenging role. This program has been designed precisely for this purpose.

### Four Integrated Elements

This program is not a training course as such. It consists of four integrated elements, namely,

1. Self-selection of participants;
2. Six 3-hour intensive workshops;
3. An appointment to head a social enterprise (with competitive salary and incentive payments); and
4. Support from a 3-person mentoring team for the first 12 months of appointment.

### Who Should Join the Course?

**Highly self-motivated and passionate individuals who would like to create exceptional outcomes and social impact** through their work in social enterprises. It doesn't matter which sector (business, public or government) are they from.

### The Certified Status

It will be at the end of the 12-month appointment that we evaluate the graduate's eligibility for the Certified status. We will take into account of the appointment's performance on the job, the employing organization's recommendations, and the appointee's self-assessment in terms of learning from the job, and decide whether or not to consider granting him/her the status of '**Certified Entrepreneurial Manager for Social Enterprise**'. The bottom line for us is simple: would we be confident enough to recommend this person to be an entrepreneurial manager when another opportunity arises?

**Course Fee:** HKD5,000

## Program facilitators: Dr. K K Tse, Mr. Catus Lee, and Mrs. Rebecca Yung

### *Dr. K K Tse*

K K held senior executive positions at the Shui On Group for ten years before setting up his own management consulting firm K K Tse & Associates in 1992. He is also the Founding Chair of Hong Kong Social Entrepreneurship Forum, Founding Editor of Social Entrepreneurs Newsletter, Member of Social Enterprise Advisory Committee, Co-founder of Dialogue in the Dark (HK) Ltd., Founding Director of the Good Lab and Founding Chair of Education for Good CIC Ltd.

### *Mr. Catus Lee*

Catus is a management consultant with rich experience in facilitating business growth and development. Since 1995, Catus has been assisting local businesses, non-government organizations and social enterprises in Hong Kong. Currently, he is the Founder and Principal Consultant of Zensiblo Consulting Limited.

### *Mrs. Rebecca Yung*

Rebecca has over 29 years of experience in organizing international exhibitions and conventions. She has a strong passion and experience in providing training for various professions. She specializes in organizing training conventions such as the Asiafit Convention and Golf Convention. She hosts the Business Summit at the former and Golf Etiquette at the latter. She is also a most-sought after host speaker on such topics as “Successful Women”, “Business & Dining Etiquette”, “Entrepreneurship/Business Management”, etc., for corporations and charities.

### **Learn more by joining the briefing session of the program:**

Date: 3 January 2013 (Thursday)

Time: 7:00pm – 9:00pm

Venue: Room 806, St. James' Settlement, No. 85 Stone Nullah Lane, Wanchai

Registration fee: Free of charge

Registration: Please send your contact information to Mr. CK Tse at [ck.tse@education-for-good.com](mailto:ck.tse@education-for-good.com)

Enquiries: Mr. CK Tse (Tel: 3994 8630 / 6029 3514)

### **About Education for Good**

A new social enterprise founded by Dr. K K Tse and Mrs. Rebecca Yung to spearhead innovative, scalable educational and training programs contributing to the development of social entrepreneurship and social innovation.

### **About St. James' Settlement**

St. James' Settlement is one of the largest and most innovative non-profit organizations in Hong Kong offering a wide range of social services.

## Certified Entrepreneurial Manager for Social Enterprise 簡介會

日期: 2013 年 1 月 3 日 (星期四)  
時間: 晚上 7 時至 9 時  
地點: 聖雅各福群會總部 806 室(灣仔石水渠街 85 號 8 樓)  
語言: 廣東話  
費用: 免費

如有任何查詢, 請致電 3994 8630 / 6029 3514 或電郵至 [ck.tse@education-for-good.com](mailto:ck.tse@education-for-good.com) 與謝志強先生 (CK) 聯絡。

### 個人資料

稱謂: 先生 / 小姐 / 女士 / 教授 \_\_\_\_\_  
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