NYU Reynolds R.E.A.L. Workshop Series: 
Realistic Entrepreneurial Actionable Learning

Responding to the demand for greater access to social entrepreneurial related content, the NYU Reynolds Program is pleased to continue the NYU Reynolds R.E.A.L Workshop Series: programming designed to support social entrepreneurs and changemakers with practical skills and knowledge bases critical to success in the field. The series is open to the public and to students and changemakers from across the entire NYU and greater NYC communities. Sessions are specifically targeted to different groups, including undergraduates, graduates and the executive and professional communities. Space is limited and an RSVP is required for each event.

This series digs deep into the NYU Reynolds network of social entrepreneurship and related professionals to feature a diverse collection of leaders who have honed their know-how through practice. Each presenter will share their knowledge and breadth of experience, leaving participants with a tangible skill or lesson learned to apply to their own projects and changemaking trajectories. All you need to bring is an open mind!

Spring 2013 Workshops:

**February 7, 2013**
The Story of You: How to Understand and Communicate It to Gain Support for Your Changemaking Vision
Linda Kay Klein, Director, Echoing Green's Work on Purpose Program, and NYU Reynolds Fellow Alumnus
RSVP at [https://s.zoomerang.com/s/REALklein](https://s.zoomerang.com/s/REALklein)
- 12:30 – 2:00pm
- 295 Lafayette St, 2nd Floor, Mulberry Conference Room
- Intended Audience: This workshop is reserved for all levels of undergraduate and graduate students.

Who are you? Really? And how do you communicate the inevitably messy answer to that question to others? Say, on LinkedIn, or during your 2-minute self-introduction on a panel? In this session, we’ll explore how you make sense of your past, your present and your hopes for the future, and how you can most successfully tell the story of you to others. When you leave this session you will have a better understanding of who you are, how you got to where you are now, and where you want to go tomorrow. What’s more, you will have developed core language to communicate this story to others and gain their support for your changemaking vision.

**February 26, 2013**
The Numbers Don’t Lie – A Roadmap to Averting Financial Disasters at your Social Entrepreneurial Organization
Raj Thakkar, Founder and CEO, Charter School Business Management (CSBM), John Wood Reynolds Fellow
RSVP at [https://s.zoomerang.com/s/REALthakkar](https://s.zoomerang.com/s/REALthakkar)
- 12:30 – 2:00pm
- 295 Lafayette St, 2nd Floor, Mulberry Conference Room
- Intended Audience: This workshop is reserved for graduate students and professionals, particularly those in leadership roles.
Interested in predicting the future financially and recognizing financial disasters from a mile away? Ever wonder what level of detail your financial reports should contain to ensure organizational viability? Being on top of your finances can enhance your organization’s ability to deliver on your mission and program. Take your financial reporting to a new level by learning what information Boards and Executive Directors should be asking for from their Finance Directors and how to interpret them. This “hands on” interactive session will review the many paths to financial disasters, including what created them and how to prevent these situations in the first place. Participants will be given the opportunity to work with an overly simplified spreadsheet that demonstrates the benefits of forecasting and improves your ability to interpret the story that your financial reports are telling you.

March 4, 2013
Telling the Story of “Why”
Michael Marantz, Principal / Founder, Already Alive
RSVP at https://s.zoomerang.com/s/REALmarantz
- 12:30 – 2:00pm
- 295 Lafayette St, 2nd Floor, Mulberry Conference Room
- Intended Audience: This workshop is reserved for undergraduate students, graduate students and professionals, particularly those in marketing and leadership roles.

People want to believe in something, they don't just want to buy a product or service, or blindly support a social change effort. How do modern companies and social change organizations stand out? By fostering a deep emotional connection with the consumer or supporters. You need to effectively tell the story of why — not just what your product or service is or how it works but why your company or organization exists. The best brands are becoming content producers to achieve this (Apple, Nike, Red Bull) and this class will be an introduction on how to start thinking this way. Every student will walk away understanding how some of the biggest brands have such a loyal following, an understanding of the power of answering the question of “why,” and a deep look into new marketing/advertising trends and examples of great campaigns to reference.

March 6, 2013
Expanding the Philanthropy Footprint: Part Deux
Richard Marker, Co-Principal, Wise Philanthropy; Founder, NYU Academy for Grantmaking & Funder Education
RSVP at https://www.surveymonkey.com/s/REALmarker2
- 12:30 – 2:00pm
- 295 Lafayette St, 2nd Floor, Mulberry Conference Room
- Intended Audience: This workshop is reserved for graduate students and professionals.

Back by popular demand, Richard Marker will present a second installment of last semester’s workshop, Expanding the Philanthropy Footprint: The Challenge of Social Entrepreneurship to Traditional Philanthropy. He will build on last semester’s content to continue the discussion of what is happening in the world of philanthropy and where it is going from here. Deliverables will include a practical understanding of current trends in the philanthropic community, and what is of most relevance to social entrepreneurs looking to access capital. More details to come.
April 1, 2013
The Minimum Viable Product: Tools for fast, low-cost, and data-driven market testing
Bob Filbin, Chief Data Scientist, Crisis Text Line
RSVP at https://www.surveymonkey.com/s/REALfilbin
- 12:30 – 2:00PM
- 295 Lafayette St, 2nd floor, Rudin/Murphy Conference Room
- Intended Audience: The workshop is reserved for graduate students and professionals.

Is there demand for your product or service? Will your venture succeed? Answering these questions should not require a bank-breaking investment. Using the Minimum Viable Product (MVP) framework and specific tools like the smoke test and cohort analysis, you’ll learn how to test the core value your product offers while investing as few resources as possible. We’ll ground our work in a number of case studies (e.g., Zappos, Votizen, Dropbox), then focus on learning the tools of MVP testing, which can be applied to any entrepreneurial venture.

April 10, 2013
Building Social Entrepreneurship that Works, It’s about the HOW: Everything practitioners need to know (and don’t) in 59 minutes
Greg van Kirk, Co-Founder, Community Enterprise Solutions and Social Entrepreneur Corps
RSVP at https://www.surveymonkey.com/s/REALvankirk
- 12:30 – 2:00pm
- 295 Lafayette St, 2nd Floor, Mulberry Conference Room
- Intended Audience: This workshop is reserved for undergraduate and graduate students.

From his experience starting a micro consignment innovation in one Guatemalan village to building an effective organization with global impact, Greg will share the keys to creating high-impact and resilient social entrepreneurial models. Using practical and hands-on lessons learned, he will help participants gain unique insights into how to create their own social entrepreneurial models. He will take participants through a comprehensive framework of tools, from the beginning of your process—how to identify the real problem(s) to address, how to stay true to yourself and your mission, how to discover the thing that makes your model “tick,” how to define your desired outcome—to measuring your results—how to measure success in the short, medium and long term, how to build high-impact value chains, and how to scale success.

April 11, 2013
Teams vs Tin Cups: How I Learned to Think Differently About Fundraising
Nick Ehrmann, Founder & CEO, Blue Engine
RSVP at https://www.surveymonkey.com/s/REALehrmann
- 12:30 – 2:00pm
- 295 Lafayette St, 2nd Floor, Mulberry Conference Room
- Intended Audience: This workshop is reserved for graduate students and professionals.

In this session, Nick will explore why learning how to get out of the way is fundamental to successful fundraising. He’ll guide attendees through the art of framing a solid pitch and why “team generosity” always wins, using his experiences as CEO to present best practices and common pitfalls he experienced in New York. Takeaways will include: successful frameworks, choosing the right language, and the power of a time-bound campaign.
April 17, 2013
Do Good/Look Good: A Smart Approach to Sustainable Social Impact
Michael Mossoba, CEO, Design Observer
RSVP at https://s.zoomerang.com/s/REALmossoba

- 12:30 – 2:00pm
- 295 Lafayette St, 2nd Floor, Mulberry Conference Room
- Intended Audience: This workshop is reserved for graduate students and professionals, particularly those in leadership roles.

There are so many ways to do good! How can a company choose? In this session, we’ll explore a framework called "Dynamic Cause Value" to systematically assess the value of a cause to a brand. Audiences that could benefit include: executives looking for ways to improve their corporate citizenship programs, non-profit leaders trying to craft the right corporate partnerships, and social entrepreneurs seeking to integrate social impact into the DNA of their brand.

About the Spring 2013 R.E.A.L. Workshop Speakers:

Linda Kay Klein
2006 Reynolds Fellow Alumnus
Director, Echoing Green's Work on Purpose Program
Learn more about Work on Purpose: http://www.echoinggreen.org/work-on-purpose

Linda Kay Klein is a writer, speaker, expert on women's religious and spiritual lives, and Director of Echoing Green's Work on Purpose program. Work on Purpose leverages the best practices of some of the world’s most successful social entrepreneurs to equip and inspire emerging professionals to create careers that are right for them and good for the world. Linda also sits on the advisory board of Feminist.com's religion and spirituality microsite, Our Inner Lives, and writes a column for the site, entitled Fierce, Faithful, and Free.

Raj Thakkar
Founder and CEO, Charter School Business Management (CSBM)
Learn more about CSBM: www.csbm.com

A social entrepreneur committed to the financial solvency of charter schools, Raj Thakkar is considered a national expert on charter school finance. He founded Charter School Business Management (CSBM) in 2006 after serving as Chief Financial Officer of Explore Charter School for four years. Currently managing budgets totaling over $400 million for their 100+ clients, CSBM provides a wide range of business services for charter schools, including full service management of schools’ financial responsibilities and training for school leaders, finance/operations staff and Board members. Recognizing that 80% of charter school closures are due to financial mismanagement, CSBM is dedicated to providing school leaders with the financial “peace of mind” they need so that they can focus on their crucial work of educating their students. Raj has been featured in numerous publications and conferences as a result of CSBM’s work towards
eliminating charter school closure due to finances. He was named Small Business Person of the Year for the NY
district by the U.S. Small Business Administration in 2011. CSBM was also awarded Small Business of the Year for
Eastern Region of the U.S. by the U.S. Chamber of Commerce in 2009. In October 2012, CSBM was selected to
participate in the Goldman Sachs 10,000 Small Businesses program, an initiative to help small businesses growth
and create more jobs. In November 2012, CSBM was named #14 out of the 50 Best Places to Work in New York City
by Crain’s NY Business. Raj received his Bachelors in Engineering Science from Hofstra University and MBA in
Finance from NYU’s Stern School of Business.

Michael Marantz

The most important thing to know about Michal Marantz is that he named his company Already Alive. This is not a mistake or a sloughed-off attempt at naming something to sound catchy. It is the embodiment of who he is. Michael is a multidisciplinary storyteller with the emphasis here, on Story. As a Filmmaker, Composer, Digital Artist, and Experiential Designer, pushing the bounds of traditional media in innovative ways is his day job. As a human, creator of content, and fast-walking Brooklynite, he is constantly in pursuit of stirring his viewers to feel the same way he does: Already Alive.

Richard Marker

Richard Marker is an internationally recognized speaker, educator, and advisor on philanthropy. He is the founder of 2 educational initiatives for funders: the NYU Academy for Grantmaking and Funder Education and the Wise Philanthropy Institute. The NYU Academy for Grantmaking and Funder Education, now entering its 11th year, is the world’s oldest and most comprehensive university program exclusively teaching philanthropists and foundation professionals.

Marker has lectured in 39 countries on 5 continents and in 40 of the United States, writes a popular blog “Wise Philanthropy” and is the author of “Saying ‘Yes’ Wisely: Insights for the Thoughtful Philanthropist.” [Blooming Twig Books, 2009, 2011] In addition to the Institute, Wise Philanthropy ™ includes Marker Goldsmith Philanthropy Advisors and Green Strides Consulting. Over his career Marker has been CEO of a major foundation [Bronfman-Seagram Foundation], a trustee of several others, a professor [Brown, Hofstra, Loyola, and New York Universities], a management consultant [The Solutions Group], a senior executive in the non-profit world [Hillel Foundation], and a university chaplain [Brown University].

Marker has received an Excellence in Teaching award from NYU, his career has been the subject of a feature length article in Lifestyles, and Forbes recently published an extended interview with him [March 2012]. He is a professional member of the Global Speakers Federation/National Speakers Association. In addition to his professional work, Marker has served in leadership roles on a wide variety of volunteer and foundation boards and
served as chair of two international boards. He is married to Mirele Goldsmith, PhD who is also on the faculty of the NYU Academy and is his partner in Wise Philanthropy. They are the parents of Adam, a public interest attorney in Washington, DC.

**Bob Filbin**  
Chief Data Strategist, Crisis Text Line  
Learn more about Crisis Text Line: [http://www.crisistextline.org/](http://www.crisistextline.org/)

Bob Filbin is Chief Data Scientist at Crisis Text Line, the first large-scale 24/7 national crisis line for teens on the medium they use and trust most: texting. The service will launch August 1st. Bob specializes in the application of behavioral psychology to questions of data collection, analysis, and reporting, to make sure data leads to good behavioral change. Bob has given lectures on using data to drive behavioral change at places including MIT, the University of Pennsylvania and the North American International Auto Show, and has published articles in the Harvard Business Review and Ypulse. He runs in Prospect Park.

**Greg van Kirk**  
Co-Founder, Community Enterprise Solutions  
Learn more about Community Enterprise Solutions: [http://www.cesolutions.org/](http://www.cesolutions.org/)  
Co-Founder, Social Entrepreneur Corps  
Learn more about Social Entrepreneur Corps: [http://www.socialentrepreneurcorps.com/](http://www.socialentrepreneurcorps.com/)

Greg Van Kirk is the co-founder of Community Enterprise Solutions and Social Entrepreneur Corps. He is an Ashoka Lemelson Fellow, Ashoka Globalizer, Schwab Foundation Social Entrepreneur of the Year (2012) and a member of the Clinton Global Initiative and the Ashoka Siemens Foundation “Community Impact Development Group”. He and his team is focused on expanding the reach and impact of their award winning “MicroConsignment Model” globally. He has served as an economic development consultant for organizations such as USAID, Chemonics, VisionSpring, Soros Foundation, Church World Service, IDB, Water For People and Fundacion Paraguay. Greg also contributes time as “Social Entrepreneur in Residence” for universities and has recently worked with Columbia University, New York University, Indiana University, University of San Diego and Arizona State University. He is a senior advisor for AshokaU. He has taught courses in social entrepreneurship at Columbia University and NYU Wagner. Greg began working in rural small business development as a Guatemala Peace Corps volunteer in 2001. Greg worked in investment banking for five years before arriving in Guatemala. Two deals he led at UBS during this time won "Deal of the Year" honors from "Structured Finance International" magazine. Greg is a graduate of Miami University and currently lives with his family in New York City.
Nick Ehrmann  
Founder and CEO, Blue Engine  
Learn more about Blue Engine: [http://blueengine.org/](http://blueengine.org/)

Nick has served as CEO & Founder of Blue Engine since 2009. Ehrmann began his career in education as a Teach for America corps member in Washington D.C., joining forces with local philanthropists in 2002 to launch the nonprofit “I Have a Dream” — [Project 312](http://blueengine.org/). The partnership secured over $1M in commitments for a ten year, comprehensive youth development program for his fourth-grade students, many of whom are struggling to make it in the world of higher education. In 2003 he began graduate work at Princeton University as a William G. Bowen fellow and completed his PhD in sociology in 2010. His dissertation — Yellow Brick Road — explored the negative effects of academic underperformance on the transition from high school to college. Nick was selected as a finalist for the Washington D.C. First-Year Teacher of the Year award and the national Teach For America Sue Lehmann Award and was named an [Echoing Green Fellow](http://blueengine.org/) in 2010 and a [Draper Richards Kaplan Fellow](http://blueengine.org/) in 2011. He currently lives in New York City and can be reached at nick@blueengine.org.

Michael Mossoba  
CEO, Design Observer  
Learn more about Design Observer: [http://designobserver.com/](http://designobserver.com/)

Michael Mossoba is CEO of Design Observer, a leading media platform dedicated to design, culture, and social innovation. He previously founded Goodness500, a social enterprise that ranks companies based on corporate social responsibility. Michael holds an MBA from the Yale School of Management and is passionate about design, technology,