

Confessions of a Changemaker



SocialImpactArchitects



@snstexas @socialtrendspot

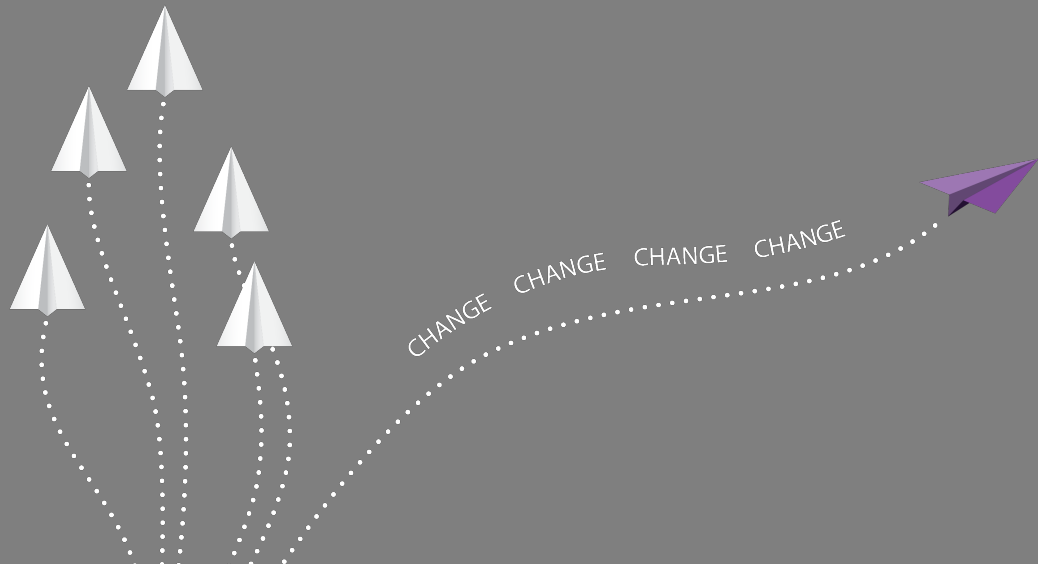


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Suzanne Smith, MBA
Founder & CEO – Social Impact Architects





How is culture **changing**?



Shift Happens

My Generation's First **Eye Phone**



Technology is Everywhere



4 Generations, 1 Workplace



Polarization Eroding Connection



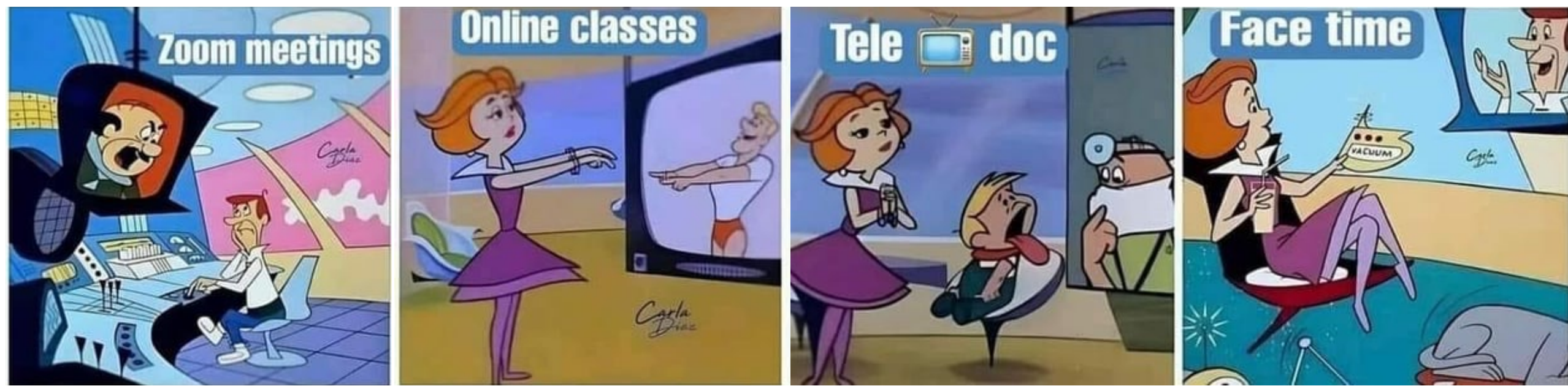
Loneliness is Epidemic

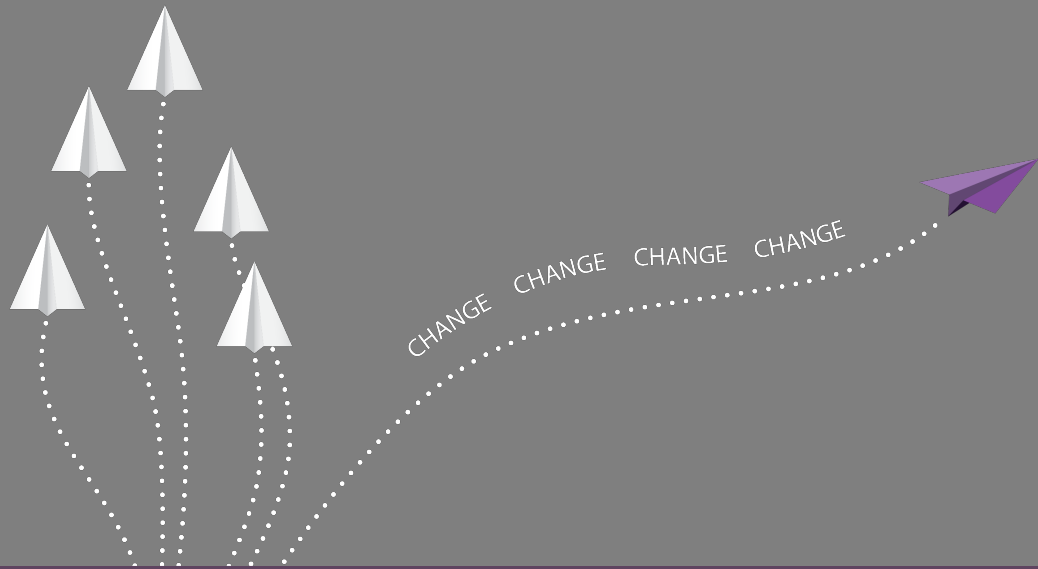


Shift Has Happened Before



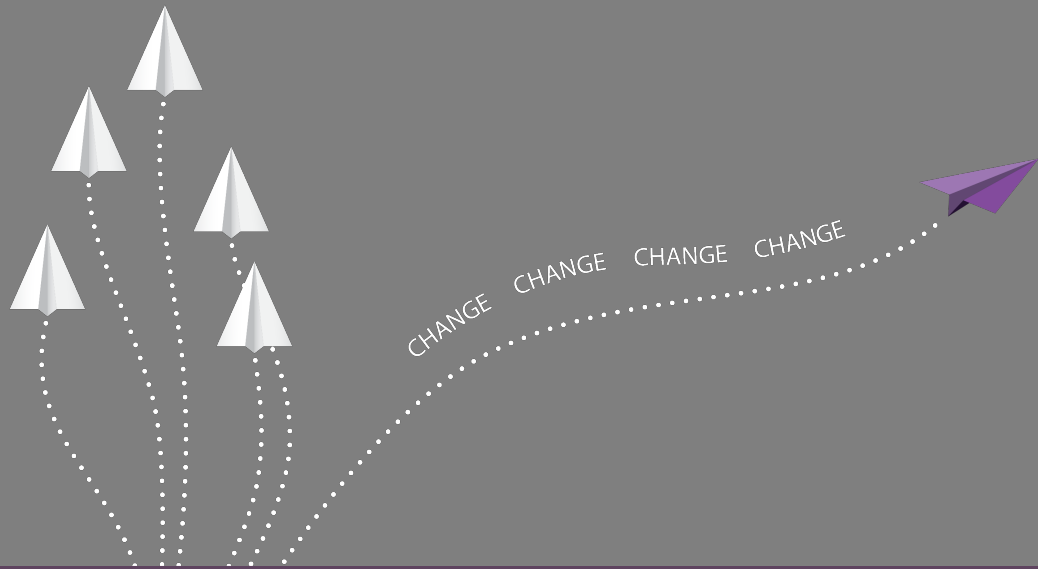
The Future is Here





How can churches, schools,
and ministries come back
as a **grounding force** in
culture and community?



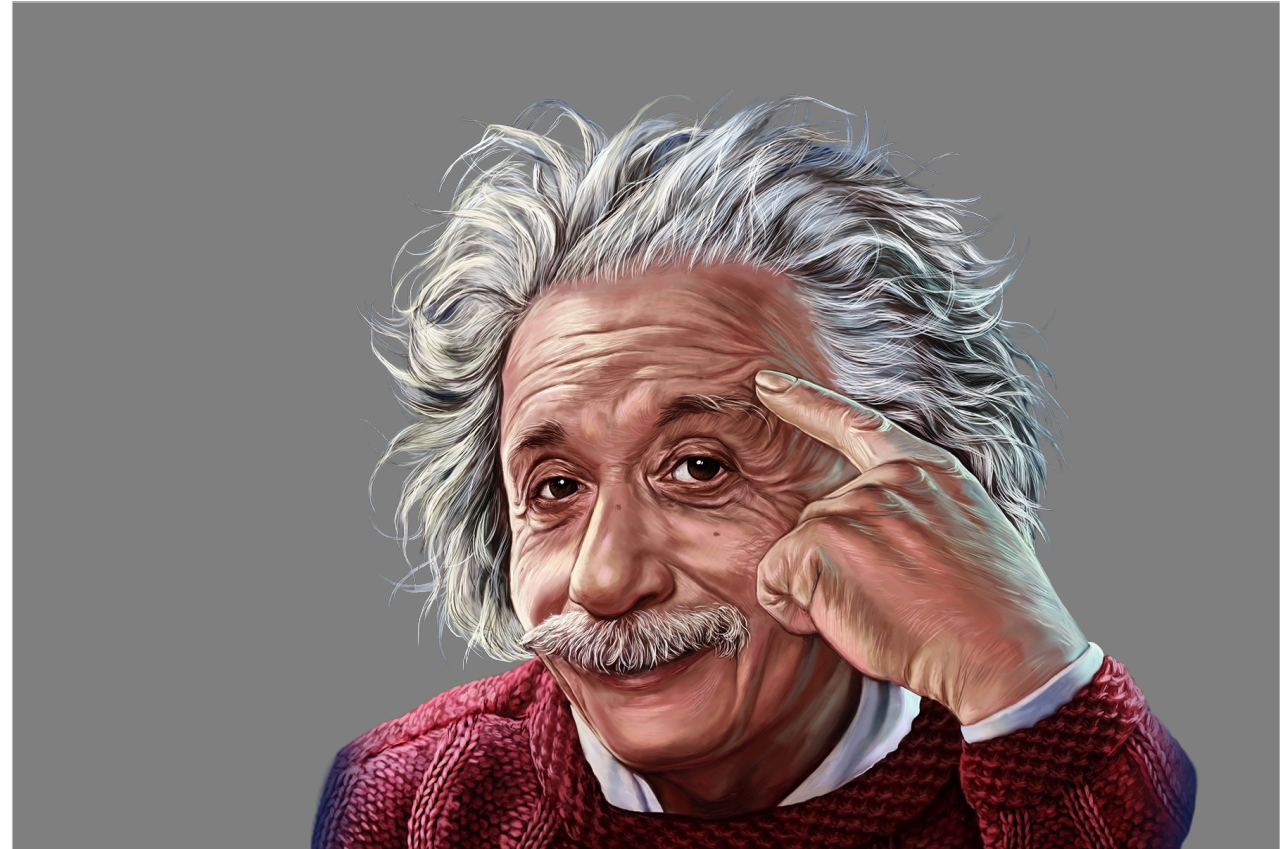


What is the nature of
change? How can we best
respond to the **change**
ahead?

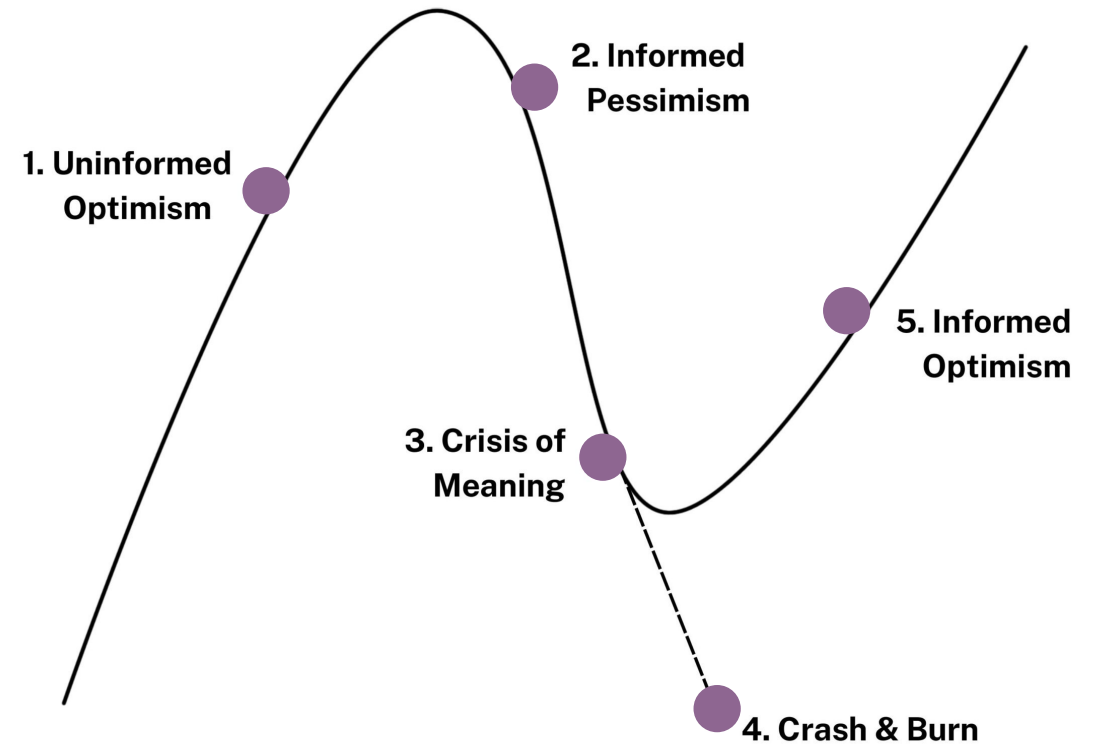


*The measure of intelligence is the
ability to change.*

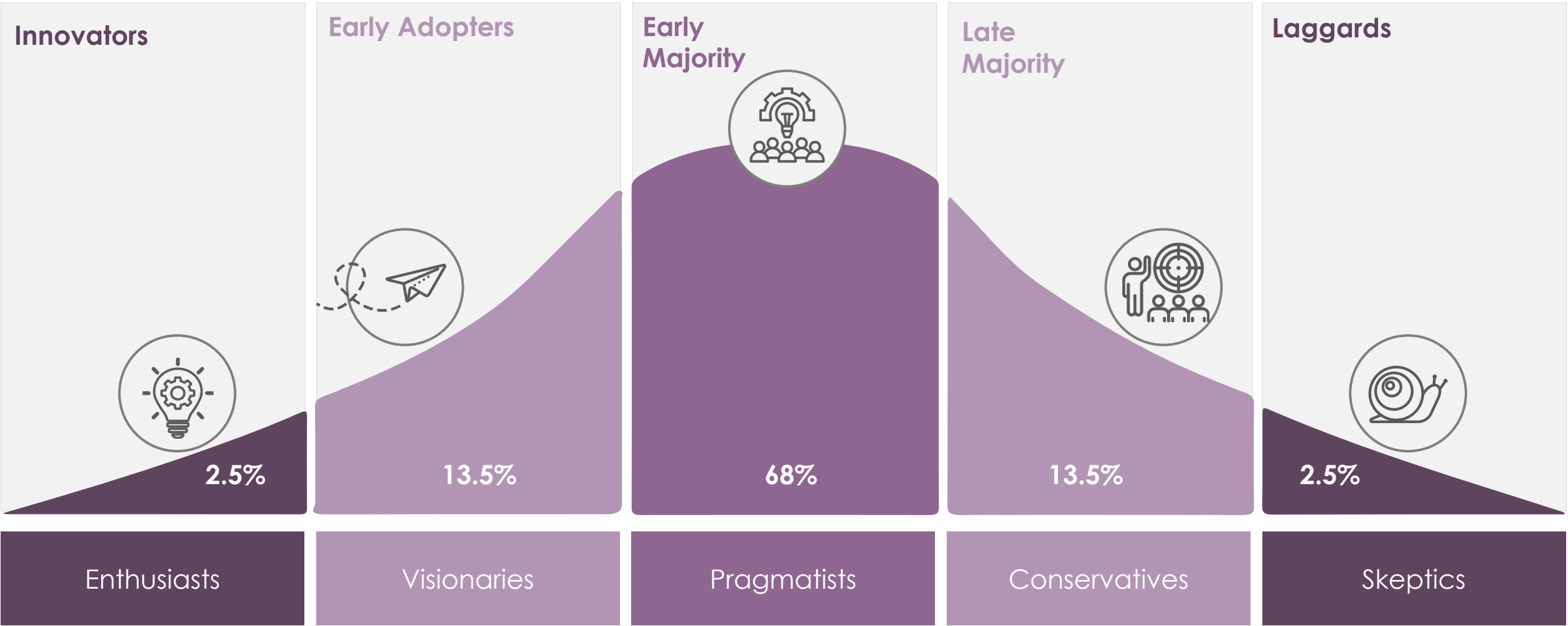
- Einstein

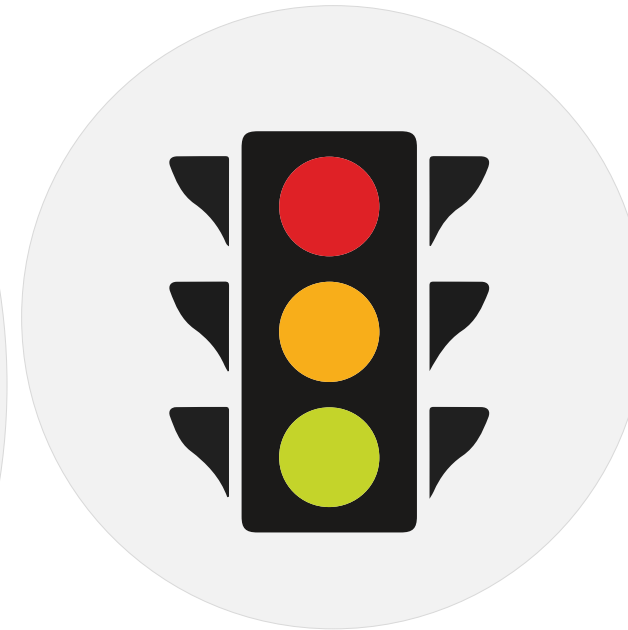
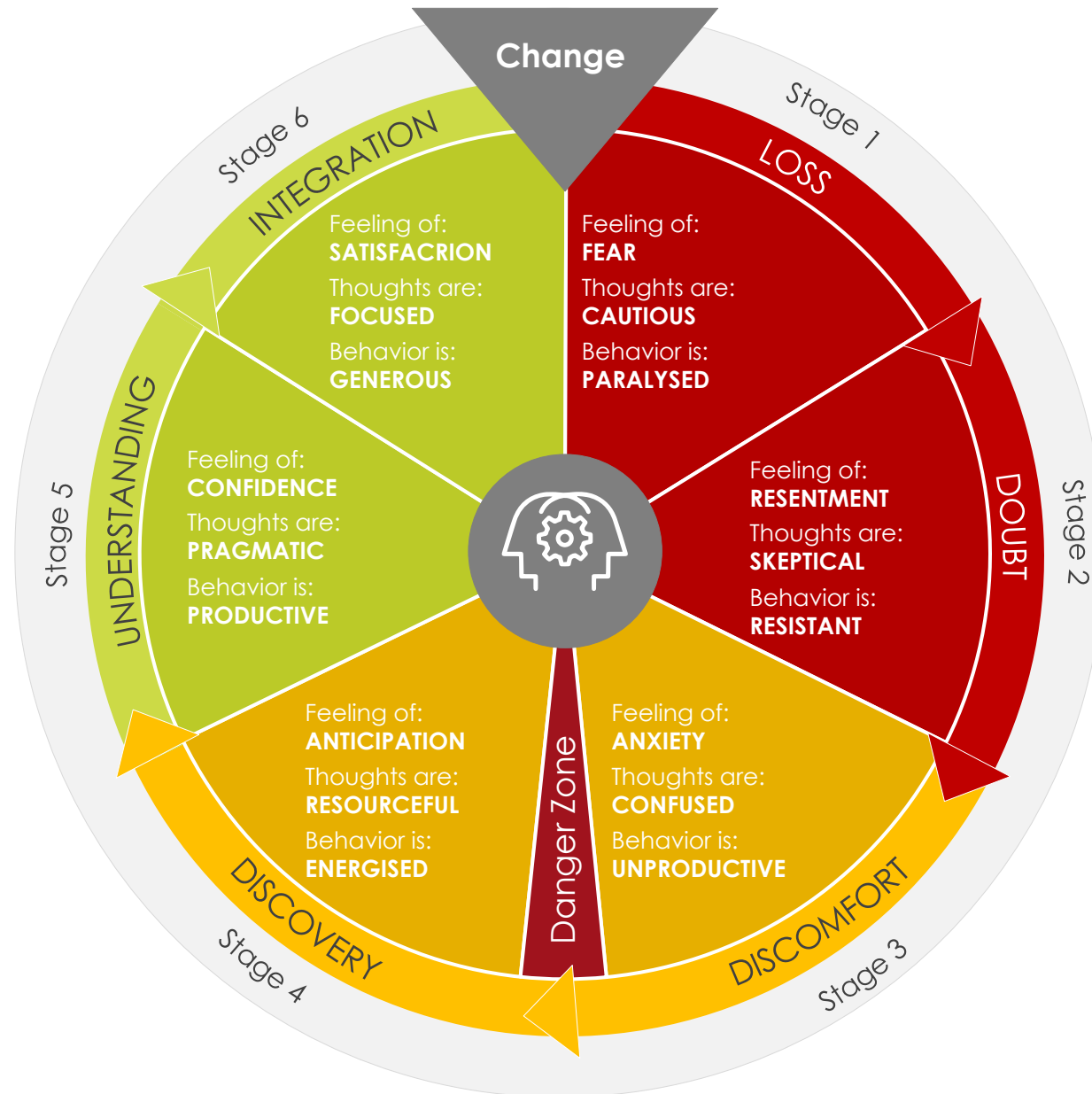


How do we process change?



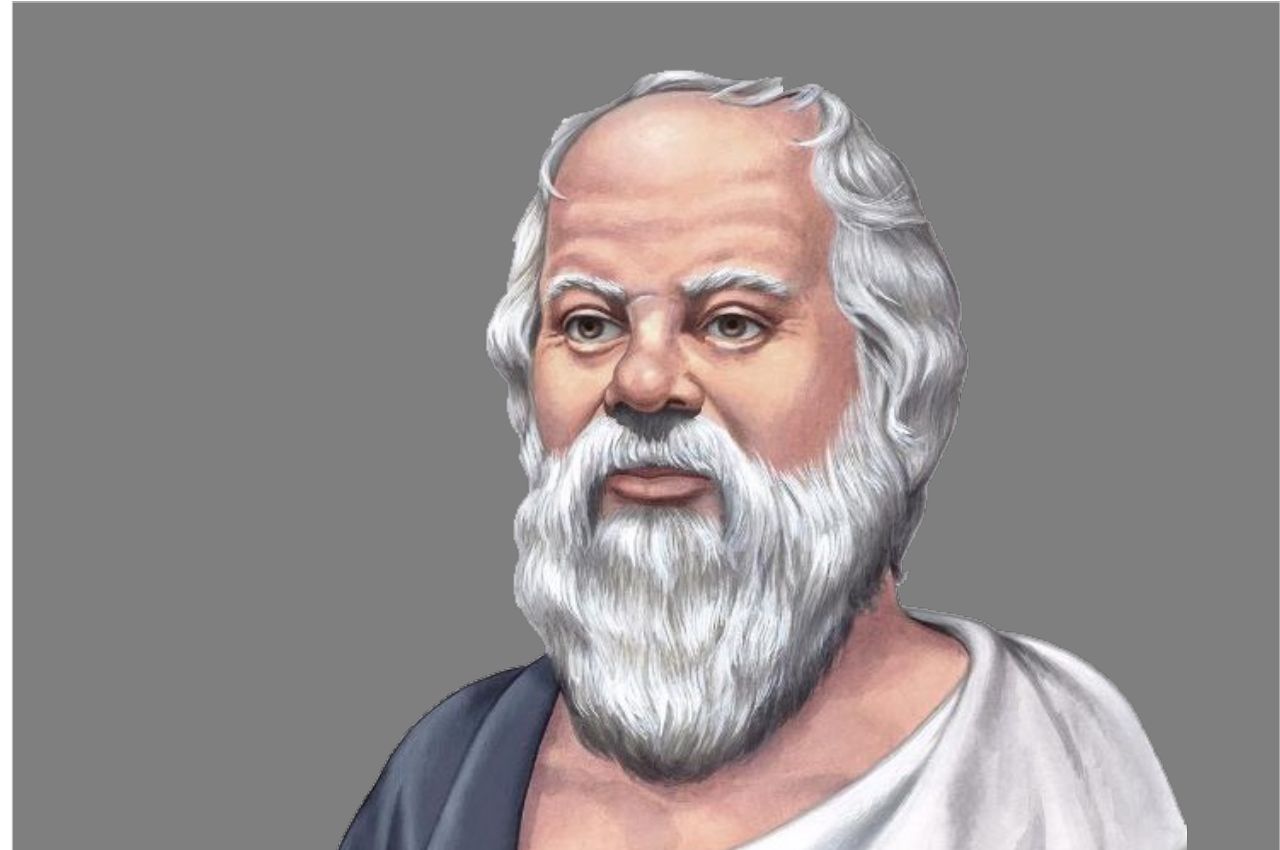
How do people process **change**?



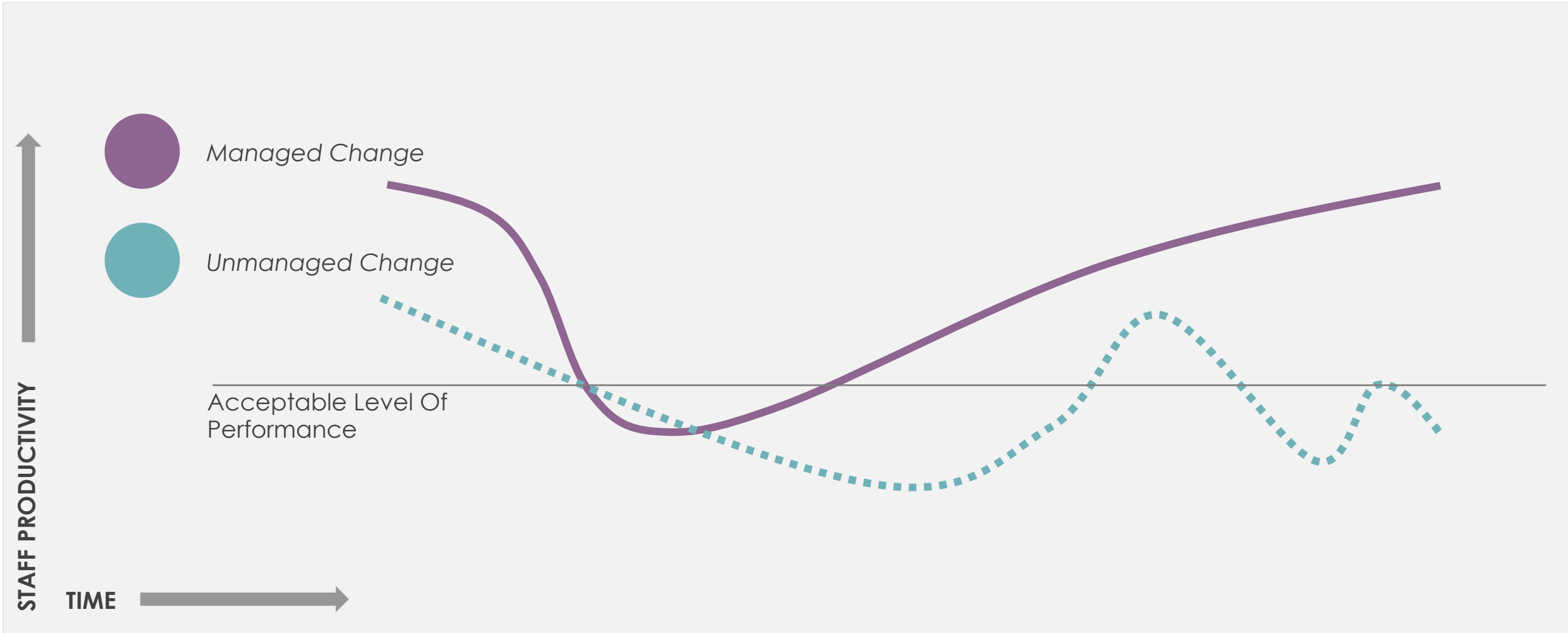


*The secret of change is to focus
not on fighting for the old, but
on building the new.*

- Socrates

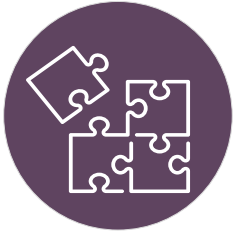


How do you manage **change**?



What are the key steps?

Prepare for Change



Establish a sense of urgency through data and storytelling

1

Create a guiding coalition to lead & monitor the change

2

Develop a vision & strategy

Cascade into timelines & budgets

3

Manage & Monitor Change



(Re)communicate the vision in many formats

4

Empower broad-based action

Remove obstacles

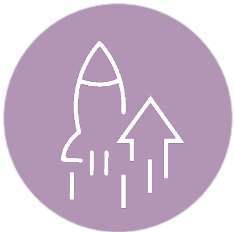
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Generate short-term wins

Reward success

6

Reinforce Change



Consolidate gains & produce more change

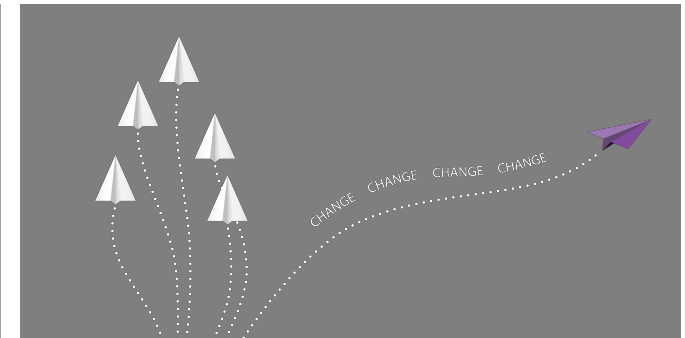
Share success stories

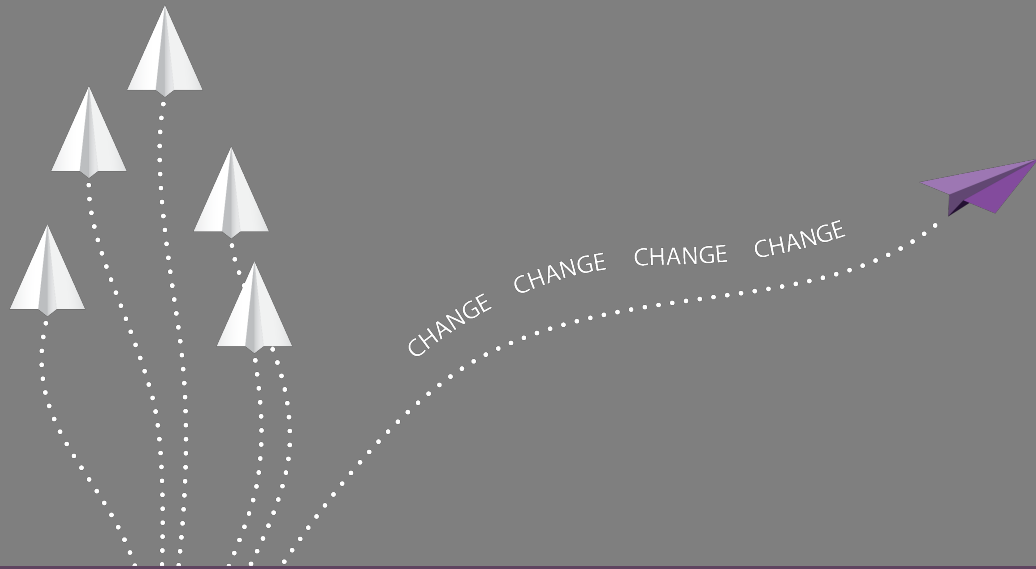
7

Anchor new approaches in culture

Hire wisely

8



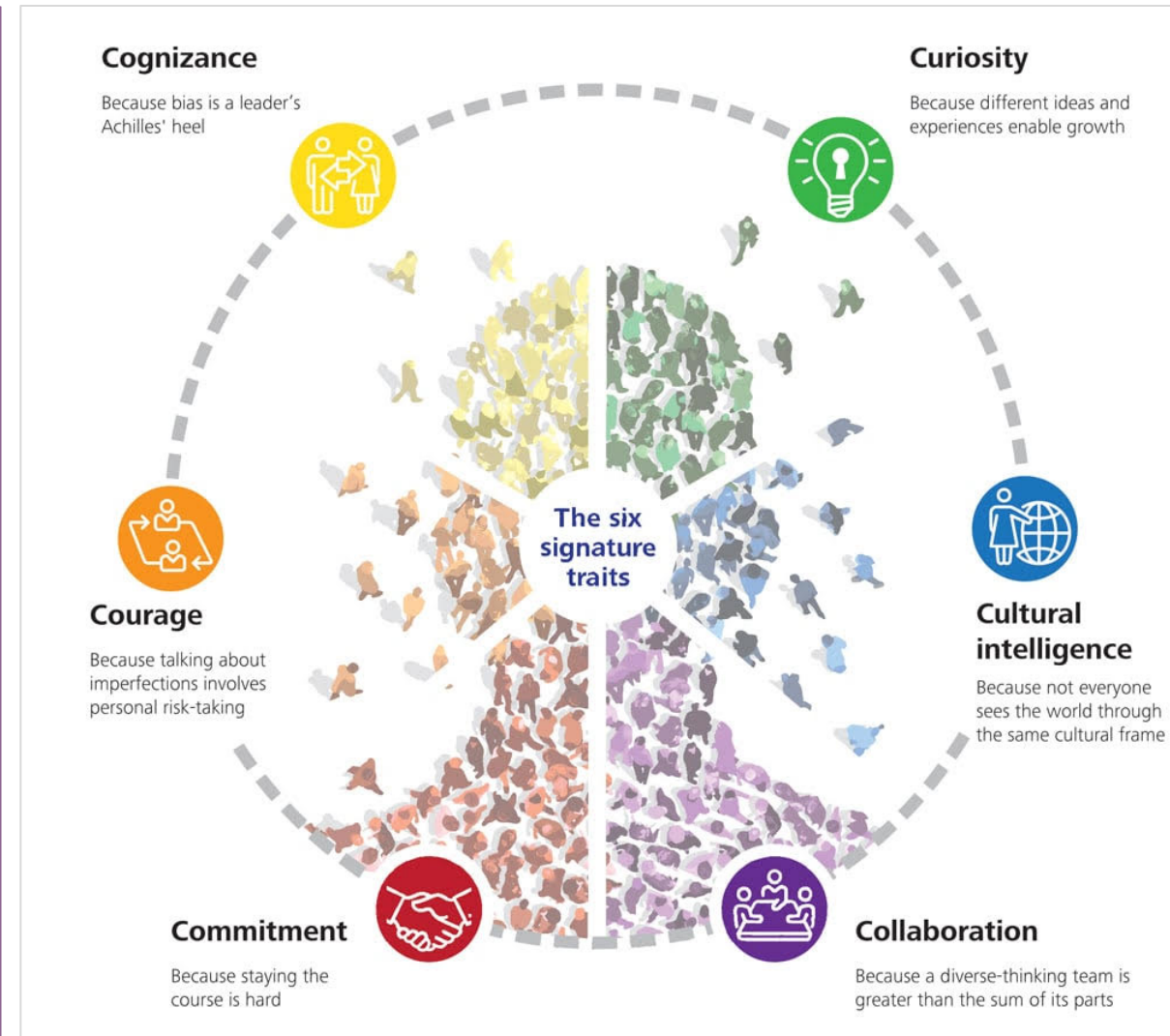


How do we **rise to the occasion?**



How do we **move forward**?

- Individual: *Conscious Leadership*
- Collective: *Rebuilding Culture*
- Society: *Co-creating Community*





Suzanne Smith, MBA
Founder & CEO, Social Impact Architects

EDUCATION

- MBA, Duke University's Fuqua School of Business
 - Selected as CASE (Center for the Advancement of Social Entrepreneurship) Scholar
- Adjunct Professor – The University of Texas at Arlington & SMU

AWARDS & HONORS

- "Best for the World" Small Business List – B Corp, 2015 & 2016
- TEDx Speaker, "Everyone Can be a Changemaker," 2015
- Huffington Post's Top 10 Social Sector Blog, 2014
- Next Generation Social Entrepreneurs Award, 2010

COMMUNITY LEADER

- **Dallas, Texas** – Dallas Commission on Homelessness, Mayor's Task Force on Poverty, Leadership Dallas, Leadership North Texas & Junior League
- Dallas Regional Chamber, Young ATHENA Award, 2014
- Dallas Business Journal's 40 Under 40 Award, 2012
- **Cincinnati, Ohio** – Founder, Flywheel: Social Enterprise Hub



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