

Social Impact Lab



Emzingo's Social Impact Lab (SIL) allows students to gain international impact consulting experience with nonprofits and social enterprises in different countries, such as Peru, Brazil, or South Africa.

Our skilled student teams of **impact consultants** work with organizations focused on bringing **clean sanitation**, **HIV prevention**, **entrepreneurship training**, and **investing strategies** to underprivileged communities.

During our **6 to 8 week consulting program**, students receive training in **HumanCentered Consulting** principles that directly apply to social impact projects with leading NGO or social enterprises in **the different locations**.

Students consult for international NGOs like the Red Cross or WWF, small communitybased organizations, and local social impact enterprises. They also receive **mentoring for project development** and **individual coaching for personal support** to help deepen this powerful experience and provide guidance moving forward in their careers and lives!

OUR MODEL

LIVE: Cultural Immersion

Fellows move from the classroom to the real world and are fully immersed into the realities of their host-country. They are exposed to a variety of challenges and opportunities throughout the experience as they pushed out of their comfort zone. Fellows also challenge and breakdown their own mental models through this deep and meaningful immersion.

LEARN: Academic Workshops and Visits

Fellows attend weekly workshops around key themes including **impact investing**, **microfinance**, **corporate social responsibility**, **social entrepreneurship**, and **environmental sustainability**. They also explore the social, economic, and political context of their host-country to better understand the landscape of where they live and work.

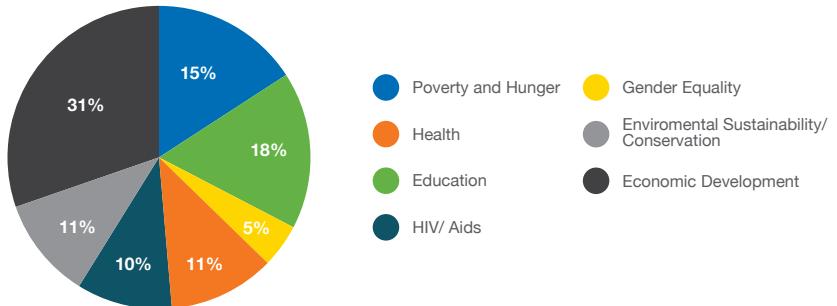
LEAD: Social Impact Consulting Projects and Coaching

Fellows manage their projects in teams to assist local NGOs or Social Enterprises in overcoming key strategic challenges. Each team is paired up with a local mentor who provides in-country knowledge and support, along with the Emzingo facilitator who oversees the development of all projects. Additionally, Fellows focus on leading themselves better by attending **coaching and reflection workshops** which deepen the experience, provide a foundation to become better leaders, and help determine post-graduation ambitions.

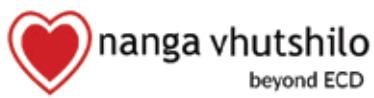
OUR PROJECTS

ORGANIZATIONAL FOCUS

- Business modeling and planning
- Branding and marketing strategies
- Impact assessment frameworks
- Strategic planning



SAMPLE PROJECTS



Nanga Vhutshilo is an integrated child/family centred program for orphans, vulnerable, HIV/AIDS affected children, their caregivers and families.
www.nangavhutshilo.org.za

SIL fellows developed a Marketing strategy which re-aligned Nanga Vhutshilo's vision, mission, values and re-positioned the organization within the donor space. Fellows created and implemented marketing tools (brochures, website updates, etc.) that were used immediately.



X-runner A social enterprise that provides an innovative sanitation solution to families that cannot have regular toilets. Their waterless toilets work in areas without sewage in Peru.
www.xrunner-venture.com

SIL fellows developed a revenue generation strategy by focusing on fundraising and sales efforts, identifying potential new funders and investors, and piloting a new sales model which included training women in the local community as brand ambassadors and local sales force.

OUR ALUMNI



"The "magic" Emzingo formula combines three critical elements: doing good, creating real impact, and transforming yourself."

Erik Schlie, Associate Dean International MBA at IE Business School,
Madrid, Spain

"When I wanted to better understand my path after IE, Emzingo gave me an opportunity to explore social entrepreneurship at the ground level. Not only did this give me confidence that I would enjoy social entrepreneurship, but also that my MBA learnings were practically helpful in this context. Since founding Markit Opportunity, an AgTech social enterprise in East Africa, I often draw from tools I built during my Emzingo engagement."

Ashley, MBA, IE Business School, Peru '14

Member of:



Aspen Network of
Development Entrepreneurs

 **ASHOKA U**
2014 Cordes Innovation Award Winner

To find out more, please contact grad@emzingo.com