On Becoming Social GameChangers

SUZANNE SMITH, Chief GameChanger

socialimpactarchitects.com/wp
@socialtrendspot
facebook.com/SocialImpactArchitects
linkedin.com/company/social-impact-architects

Phoenix House

Rising Above Addiction

ALLIANCE FOR A HEALTHIER GENERATION

Founded by the American Heart Association and the Clinton Foundation

SINCE 2004

SCHOOLS ACROSS THE COUNTRY HAVE

REDUCED BEVERAGE CALORIES

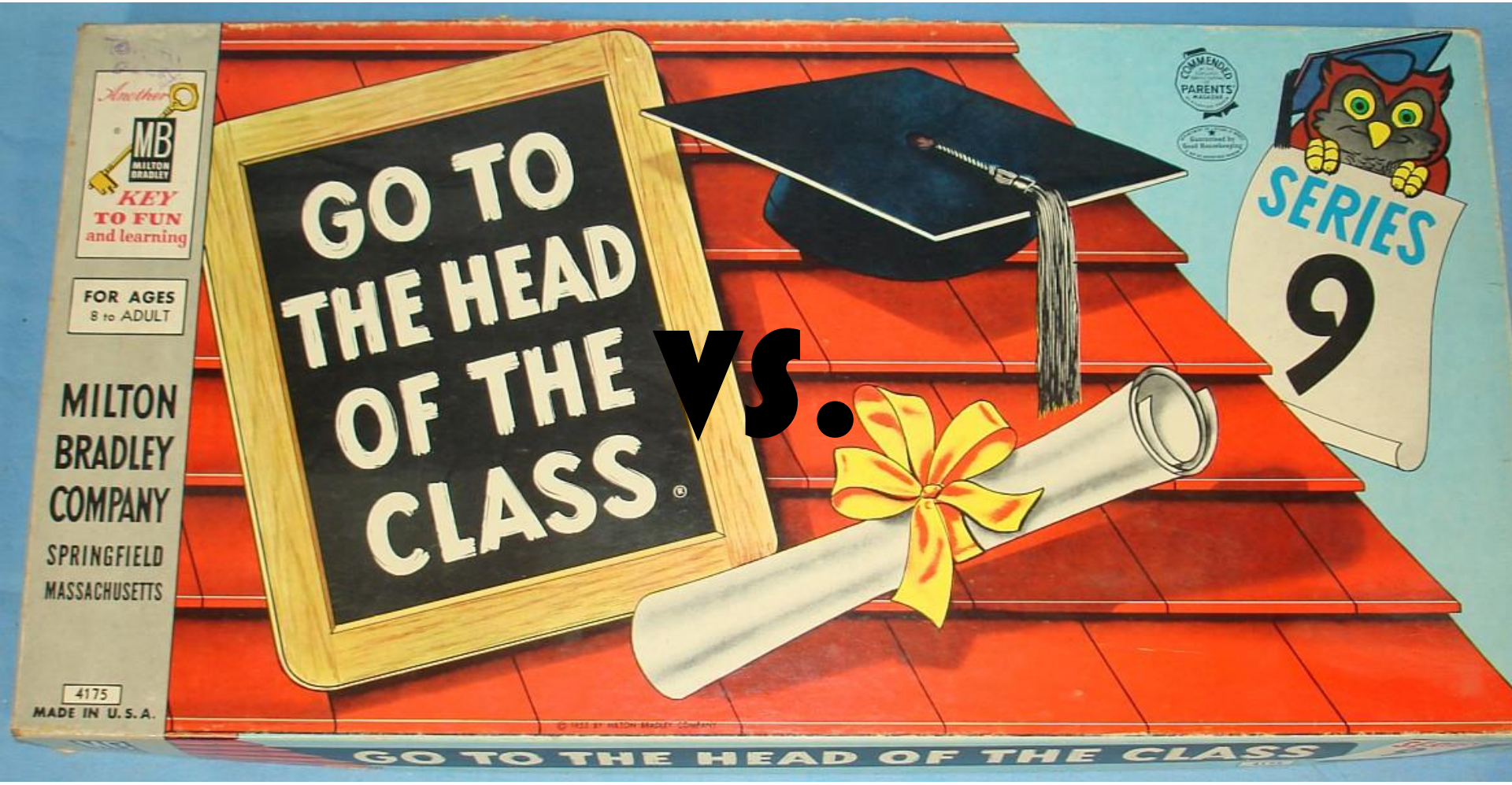
BY 90 %

shifthappens

Social Sector Style

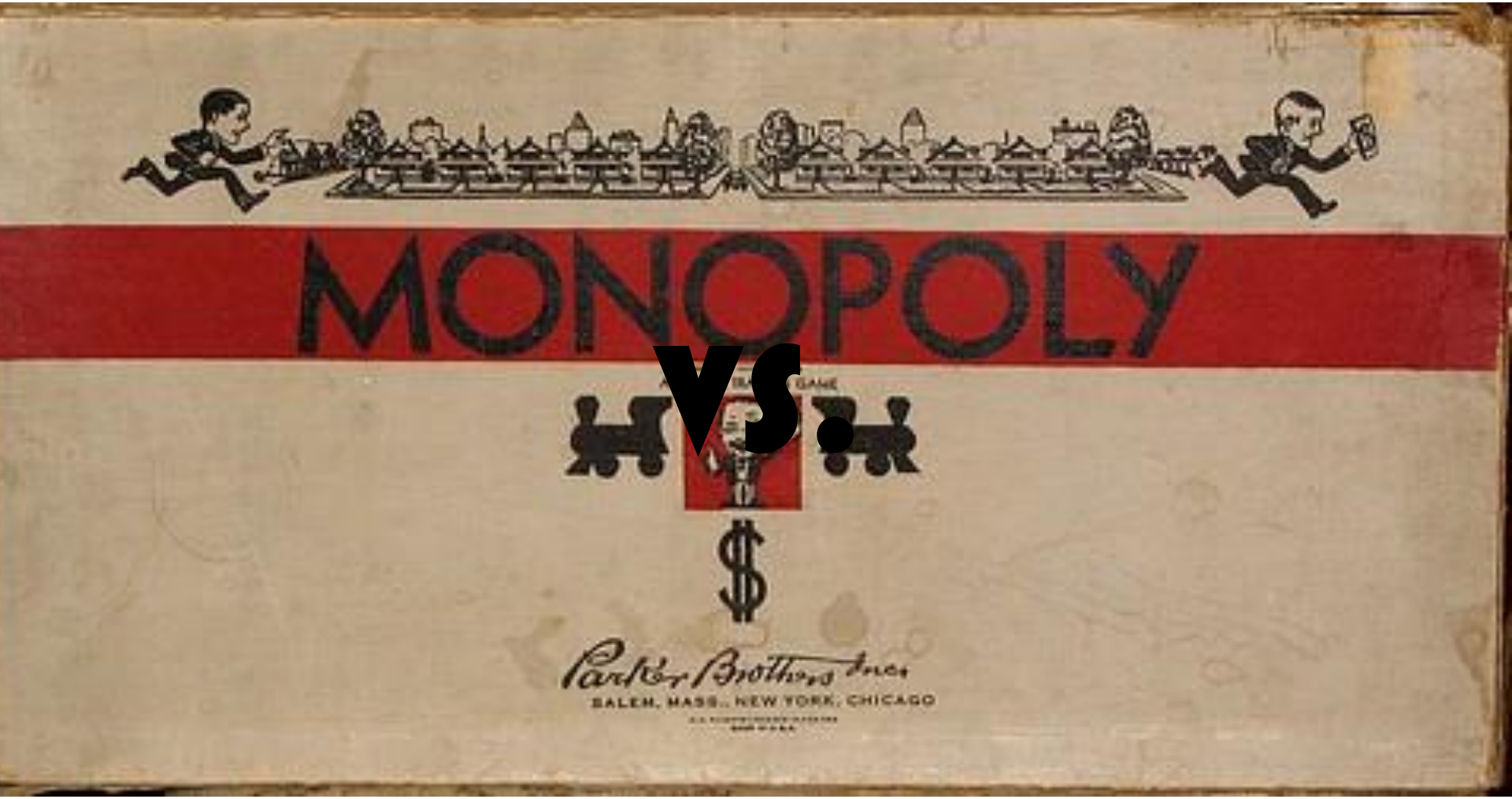
We are living in
exponential times

Innovation



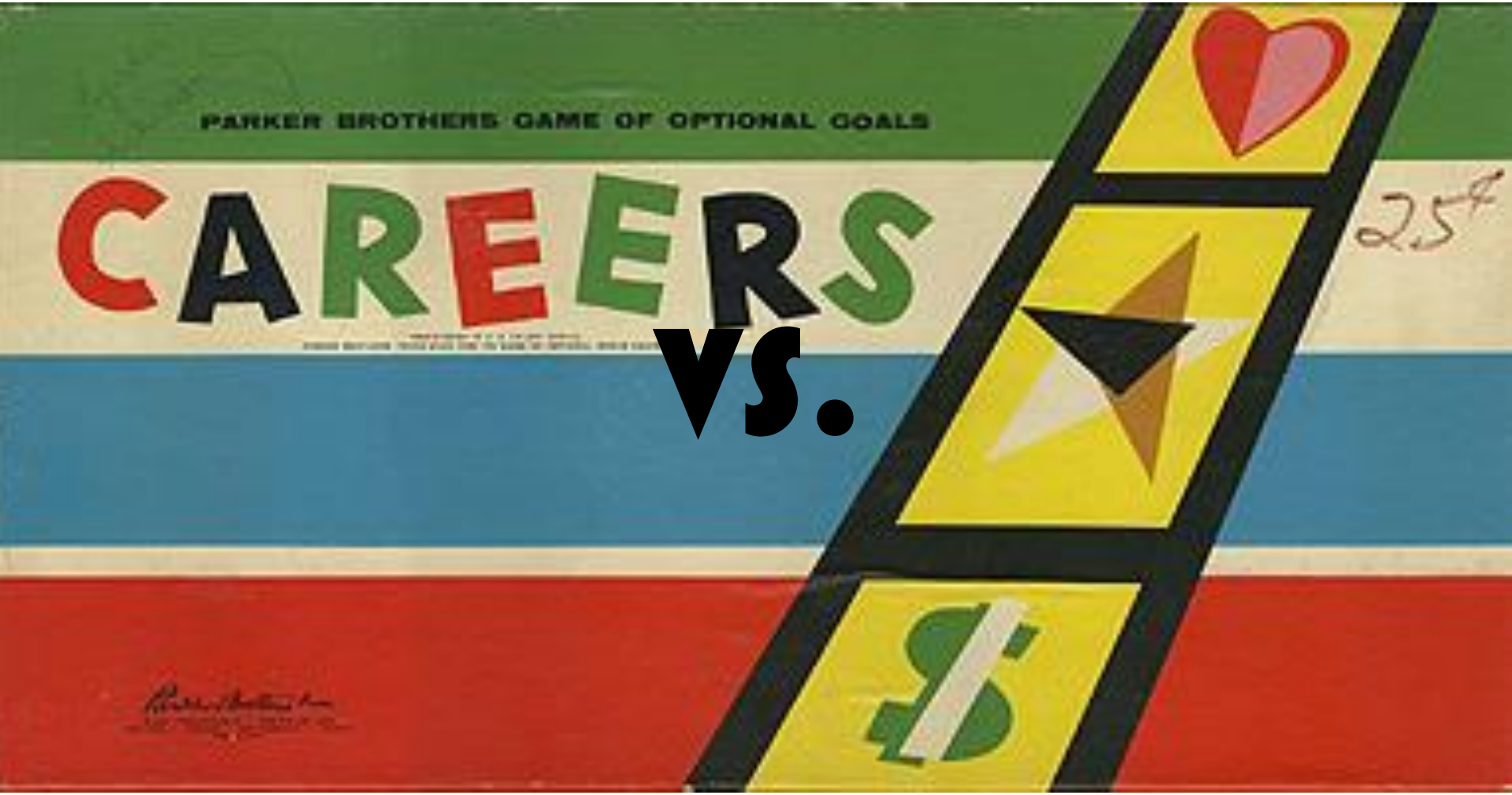
Impact & Scale

Nonprofits



Change Agents

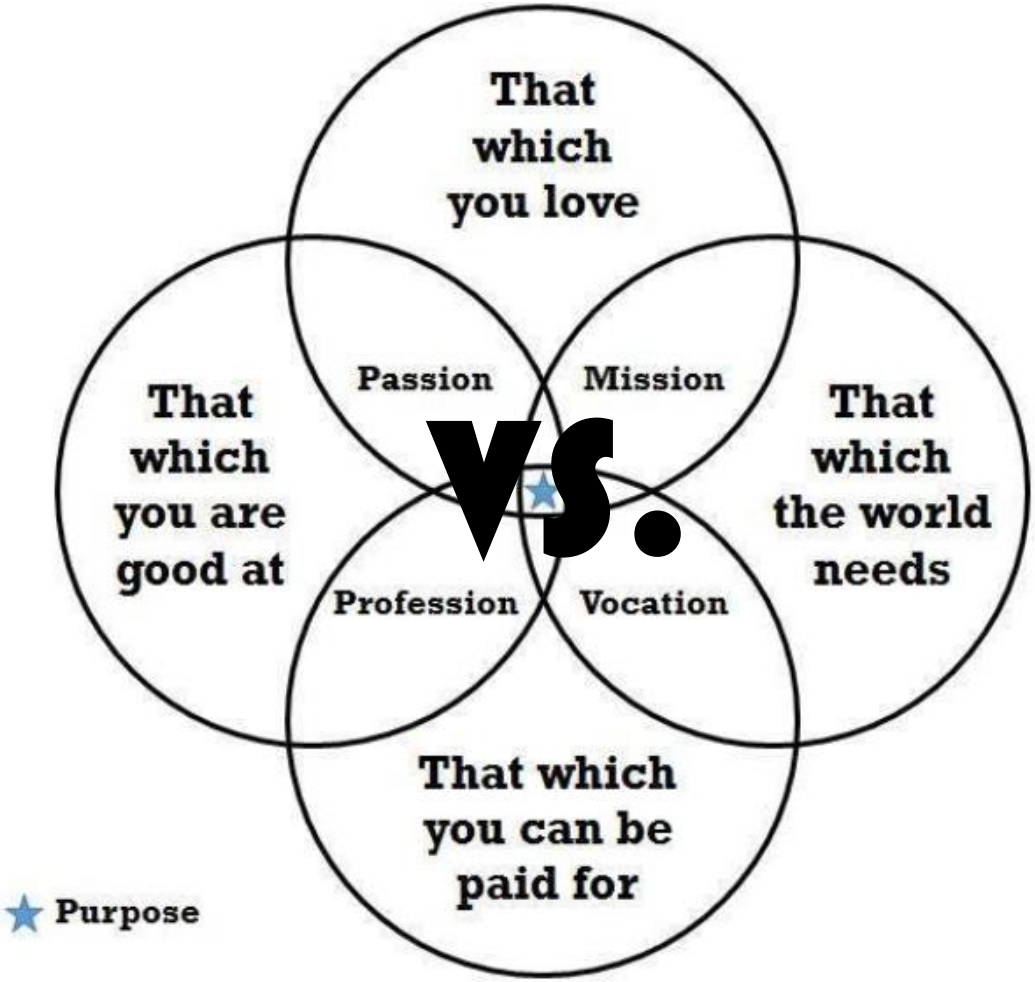
Passion



vs.

Passion + Discipline

Success



Significance

Failure

Rapid learning

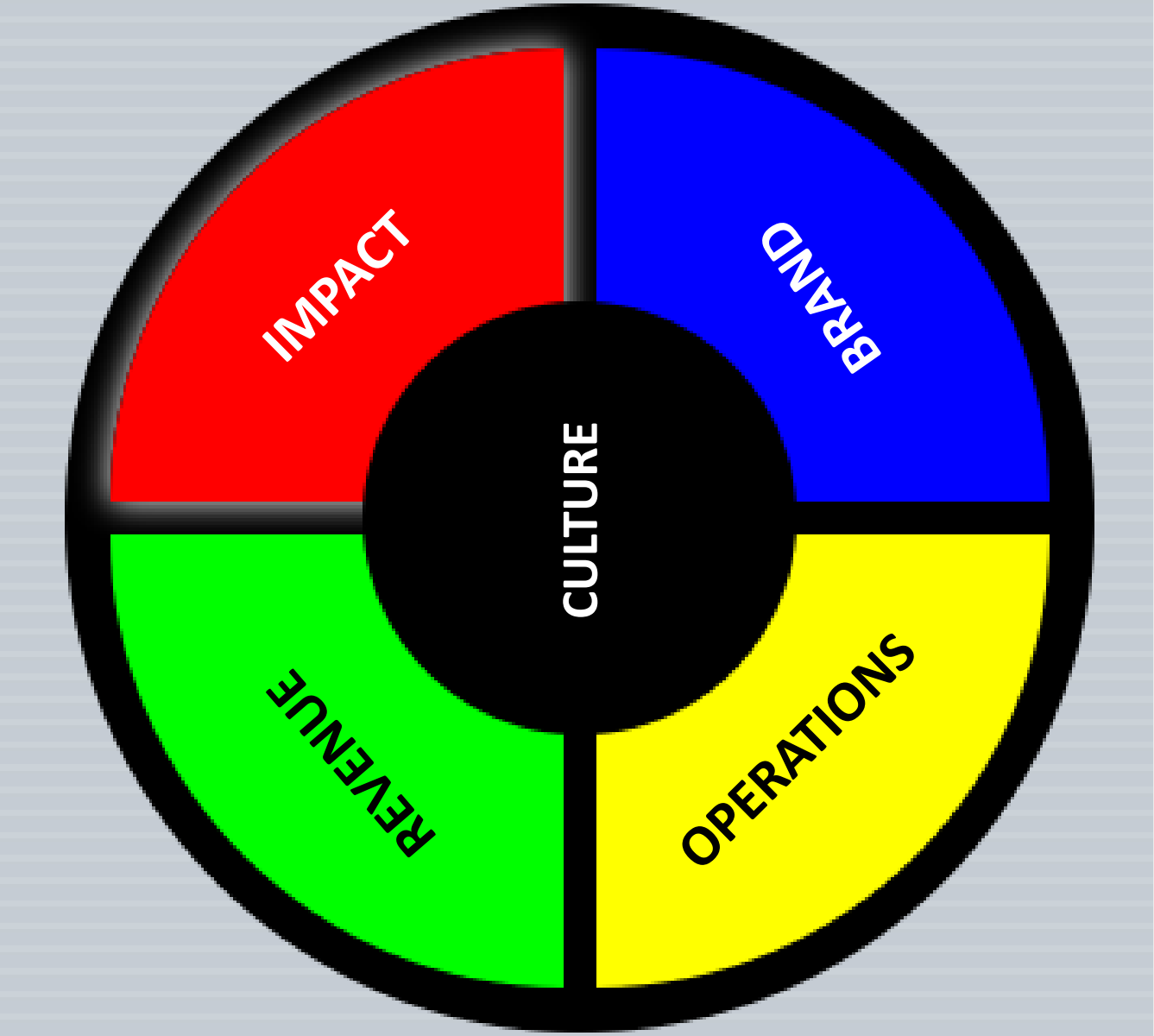
Niceness

vs.

Progress

THE GAME RULES ARE CHANGING

HIGH IMPACT



HIGH PERFORMANCE

- Investor
- Purchaser
- Board Member
- Employee
- Voter
- Influencer

GAME
ON