

For future leaders in social entrepreneurship

Would you like to learn hands-on what it takes to implement an innovative idea? Do you aspire to become a future leader in social entrepreneurship?

If so, join the first edition of Leading for Impact in China, offered by Tsinghua x-lab at Tsinghua University, The Skoll Center for Social Entrepreneurship at University of Oxford and the DO School.

This is your opportunity to learn and apply the DO School Method - a globally tested approach which empowers you with the skills you need to put your ideas into action. With its unique learning-by-doing approach, you get to hone your entrepreneurial and leadership skills while working on a real-life business challenge.

The Leading for Impact Program encompasses two phases:

BE Phase: 26th to 29th of May 2016 (4 days)

Take your personal development to the next level. This phase is designed to help you gain the skills, emotional intelligence and confidence you'll need to further your leadership capabilities.

DO Phase: 4th to 22nd of July (3 weeks)

Make a real difference. During the second phase, you will gain entrepreneurship skills while working on the Cultural Entrepreneurship Challenge.

Cultural Entrepreneurship Challenge

We challenge you to co-create and devise ways to enable a modern Chinese cultural institution to gain additional revenue without compromising its core mission. This result should be scalable to other institutions.

Relevance – In order for new and established cultural institutions in China to stay on top of their task of supporting a creative and innovative society, they have to make good use of the full spectrum of funding and income opportunities. In other words, they face the dual task of generating new revenue while driving their core mission. Other international markets have already seen a variety of successful approaches in response to this conundrum - but what kind of approach is needed to tackle the specifics of Chinese cultural institutions?

Output – Develop and pilot an innovative revenue opportunity/activity for a selected cultural institution in China that can be an example/made available to other institutions.

Quality Criteria – The solution has to leverage state-of-the-art approaches in business and technology so as to create maximum additional revenue for the institution concerned, whilst keeping the mission of the institution at the core of all activities. In fact, the best solution will create a synergy in which the additional activity directly promotes the core mission.

Focus – Out of all the possible aspects, the Challenge will focus on:

- Testing current models such as Cultural Venture Philanthropy
- Creating an innovative solution specific to the Chinese context
- Leveraging business and tech best practices to promote cultural development

Who should apply?

You are currently a student studying at Tsinghua University including final year undergraduate / master / Phd student or a Tsinghua x-lab member and are fluent in English. You are curious and full of ideas. And you're aiming to become one of the future leaders in social entrepreneurship and would like to create real impact.

**You can commit to 4 days in May and
3 weeks full-time engagement in July 2016.**

Please note that the Program is held in English.

Sound like you? – Then the Leading for Impact Program might just be right for you!

What you get

1. Receive the full tuition scholarship (3000 EUR) to be part of the first Leading for Impact in China, co-developed by the 3 leading educational institutions in the field of social innovation and sponsored by Beijing Contemporary Art Foundation
2. Create direct impact by solving a real-life challenge which is relevant to Chinese society. Selected participants will be invited to join a core team to help roll out their new initiative to more institutions in China
3. Gain a holistic skillset, learn from the best, and nurture your own vision
4. Become a member of the DO School Global Social Entrepreneurship network and interact with other global young leaders who share your interests and ambitions
5. China Management Internship opportunity at the DO School (one slot), working with the DO School C level management team, to shape future development in China

Apply on our website : thedoschool.org

Applications for the Program can be submitted until 8 April 2016

The DO School is a global educational platform dedicated to innovation, entrepreneurship, and good business. With the unique DO School Method and a wide network of experts, the DO School empowers DOers from all walks of life to turn their ideas into action.