



# Social Entrepreneurship: Resources, Ethics, and Lessons Learned

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## Agenda

Susan: The “why” of the business

Ethical Obligations

Rebecca: The “what” of the business

Considerations

Kiley: The “how” of the business

Resources



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## The business side of behavioral health is:

- Innovating for the good of the community
- Having a higher risk tolerance than typical human service organizations
- Innovators to “address old problems with new solutions” in behavioral health
- Most innovation happening in the last 15 years
  - 35% are 501c3
  - 31% are C-Corps or LLC
- Most have fewer than 5 employees

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(Rockefeller Philanthropy Advisors, 2017)



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## Business Side of Behavioral Health Entrepreneurship



### Social Entrepreneurship:

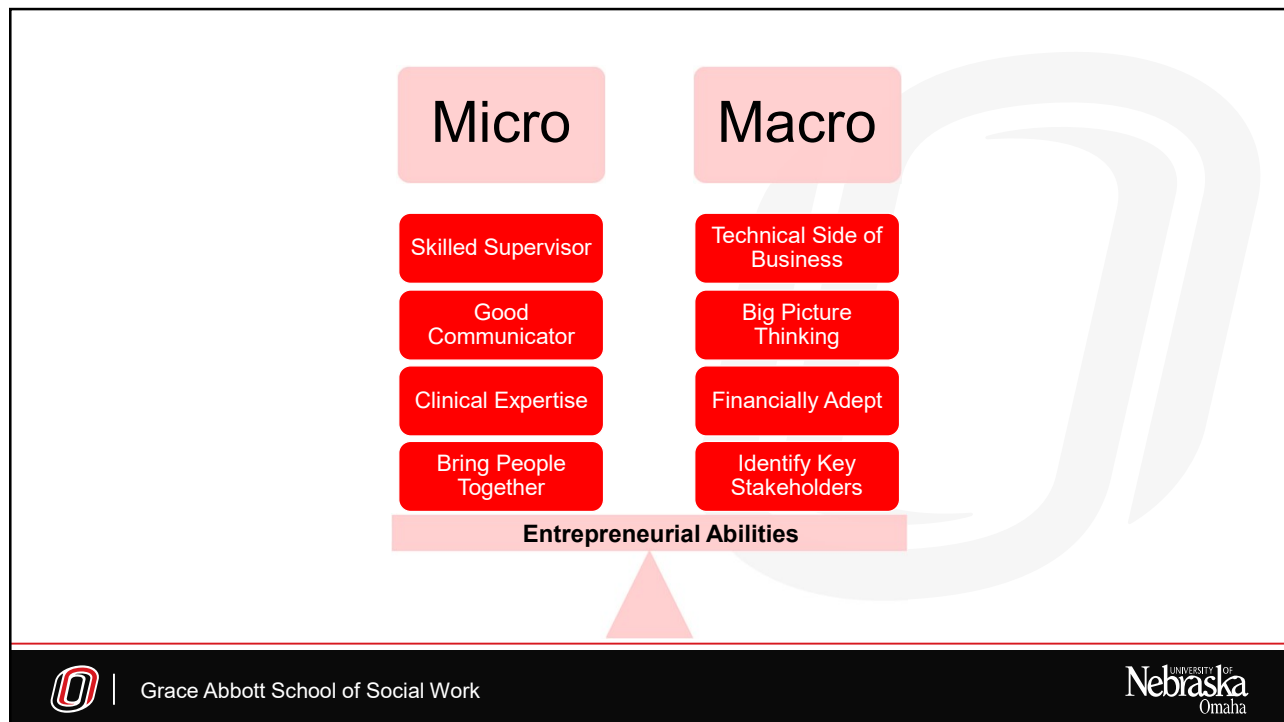
- Creates diverse experiences
- Helps people think differently about the same issue
- Develop pathways for further innovation that are replicated by others
  - It's a compliment!

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## Slide 3

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**SRO** Insert this reference on a reference slide at the end:  
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Susan Reay, 2024-02-13T22:00:15.190



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### Ethical Pitfalls:

**Clinical Side**

Mental health practitioners are twice as likely to have an ethical complaint than physical health professionals

**Business Side**

13% of people complaining about a business will share the complaint with 15 or more people

**Risk**

When people are unhappy: 96% will not complain, but of those, 91% will never return

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**Most Common Ethical Issues**

- Addiction
- Dual Relationship
- Social Media Issues
- Financial
- Practicing Outside of Scope
- Boundaries
- Poor Conflict Management
- Billing
- Paperwork

(Wilkinson et al., 2019)

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## Given messy systems, how do we maintain our integrity?



Know the regulations

Use technology competently

Terminate dual relationships



Adhere to a code of ethics

Perform ethics audits

Maintain confidentiality



Document consultations on hot button issues

Seek suggestions from supervisor and peers

Speak openly and honestly



Be aware of your strength and weaknesses

Maintain clear boundaries

Engage in ongoing self-care



Stay involved

Professional organizations

Get out! Informal professional networking



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## Small Business, Survive or Thrive?



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## E-Myth \ 'e,'mith\ n

1: the entrepreneurial myth: the myth that most people who start small businesses are entrepreneurs

2: the fatal assumption that an individual who *understands the technical work of a business can successfully run a business that does that technical work*

--Michael E. Gerber, "The E-myth Revisited."



## Do you have the necessary skills and temperament to run a successful small business?

- Willingness to accept financial risk
- Develop a support network
- Understand why cash flow is more important than profitability
- Basic accounting skills
- Manage payroll/billing and receivables
- Ability to interview and hire a business attorney, accountant, and/or CPA



## Do you have the necessary skills and temperament to run a successful small business?

- Ability to market and retain clients
- Complete a market analysis
- Do you REALLY want to go into business with a friend or family member?!



While no entrepreneur has all of the skills they need to operate a successful business, they need to know who they can turn to for confidential and unbiased feedback





The Nebraska Business Development Center was an important advisor that helped me to build businesses that thrived!



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