



Engage in Both/And Thinking

A social enterprise inherently includes both social and financial goals, and therefore operating a social enterprise requires a mindset of embracing tension between multiple competing interests. We often encounter times where we feel we must choose between our mission and profits, in situations where it feels like we can't have both. Both/and thinking invites us to ask how we can achieve both A and B.

PLACE in action!

Fishing for Success is a social enterprise with the mission to transmit the intangible cultural heritage of Newfoundland's small-scale fishery. An either/or approach might pose the decision of whether to approach this mission as a revenue-generating business, or an educational nonprofit. Instead, Fishing for Success has successfully chosen both, using revenue from tourist bookings to run educational tours and workshops for marginalized groups.

Short Activity

1. Think of an either/or decision that you may come across in advancing your social enterprise's or your community's goals.

Ex. Should we run workshops for marginalized groups or charge tourists for fishing tours?

Should we do

or

?

2. Now, reframe the question from an either/or question to a both/and question.

Ex. How can we run workshops for marginalized groups and charge tourists for fishing tours?

How can we do

and

?

3. Think of potential ways to answer the both/and question from Step 2.

Ex. Use the revenue from fishing tours to run workshops for marginalized groups

