



BESPOKE EDUCATION

CHANGEMAKER PROGRAM

a personalized approach to creating your future

FALL 2022
HIGH SCHOOL
SIGNATURE PROGRAM

A ONE-OF-A-KIND OPPORTUNITY

Designed and led by Greg Van Kirk, a World Economic Forum "Social Entrepreneur of the Year", the Bespoke Changemaker Program ignites and accelerates the changemaking mindsets and skill sets of students as they go through their high school years and apply to college. We achieve this through dynamic workshops, individual coaching and advisory, engagement with expert mentors, team projects, and by providing access to unique and dynamic tools and resources. We've designed this program to succeed for students who are just stepping into their changemaking journey and for those who are already working on their own innovations/ventures.



CHANGEMAKER

Someone who has the knowledge, skills, confidence, grit, and societal support to address (social) problems and drive change -- all for the common good.



ENTREPRENEURSHIP



EMPATHY



SOCIAL INNOVATION



RESILIENCE



GLOBAL COMPETENCE



COLLABORATION

This program is divided into two parts.

PART ONE: BUILDING YOUR FOUNDATION + INCUBATING YOUR IDEA

GOALS:

- Students will gain a strong foundation of knowledge about the changemaking process.
- Students will be equipped with a toolkit of practical resources and exercises.
- Students will learn about and practice the keys for successful teamwork + collaboration.
- Students will begin or accelerate their innovation concepts.
- Students will gain confidence to work through uncertainty + ambiguity.

CORE COMPONENT 1: DEFINITIONS + DISTINCTIONS

Students gain foundational knowledge and understanding about the following topics:

- Entrepreneurship + social entrepreneurship
- Innovation + disruption
- Leadership + collaboration
- Organizational structures
- Key financial terminology
- Design + systems thinking

CORE COMPONENT 2: THE BESPOKE CHANGEMAKERS CANVAS

The Bespoke Changemakers Canvas is a tool/framework to help students understand and capture the key components of changemaking innovations. This can be used either to improve a current product/service or in the design process for a new innovation. Students learn what the Bespoke Changemaker Canvas essentials are and how to apply them. We've divided this into three sections:

Section One: Defining + Diagnosing

- The Why
- The People
- The Problem
- The Desired Impact

Section Two: Designing

- Performance
- Partners
- The Marketing Mix
- Processes
- Financials

Section Three: Delivering

- Plans + Projections
- Presentation

COMPONENT 3: CHANGEMAKING TOOLS

Students learn how to use simple and highly-effective changemaking tools including the following:

- Empathy Map
- Customer Journey Map
- Root Cause Analysis
- SWOT Analysis
- Iceberg Analysis
- Systems Map
- Adoption Analysis
- Scaling Analysis

PART TWO: DESIGNING + PRESENTING YOUR CHANGEMAKING INNOVATION

GOALS:

- Students will understand and work through the innovation design process.
- Students will learn from experts.
- Students will have the opportunity to present their ideas (in whatever stage) to a panel of experts.
- Students will be equipped with a toolkit of practical resources and exercises.

CORE COMPONENT 1: DESIGNING YOUR CHANGEMAKING INNOVATION

Building from and diving deeper into the Bespoke Changemakers Canvas, students will work with leadership to design their Minimum Viable Product (MVP) either individually or with a team.

CORE COMPONENT 2: EXPERT ADVICE + COACHING

Students will have the opportunity to receive expert advice and coaching from university leaders/ faculty and from innovative leaders from the private and non profit sectors. These leaders may represent the following organizations, amongst others.

UNIVERSITIES

- Harvard University
- Duke University
- Northwestern University
- University of Notre Dame

ORGANIZATIONS

- Google
- AirBnb
- Warby Parker
- Ashoka

CORE COMPONENT 3: PRESENTING YOUR CHANGEMAKING INNOVATION

Students will spend time with leadership focusing on essential presentation skills/components and the art of storytelling. Students will present to a group of outside experts selected by the Bespoke team. Students will work through four steps.

1. Design your presentation
2. Practice your presentation
3. Present
4. Reflect + pivot



We are currently in the process of setting up field trips to organizations in New York City. These will be optional for students in the program. More information about these field trips is pending. Stay tuned.

PROGRAM COST

\$2,750

PARTIAL SCHOLARSHIPS
AVAILABLE

APPLICATIONS

APPLICATIONS DUE BY
SEPTEMBER 10TH

PROGRAM LIMITED TO 12
STUDENTS

PROGRAM CALENDAR

	ACTIVITY	FORMAT	DATE	DAY	TIME (ET)
PROGRAM PART ONE	Launch workshop: Part 1	Virtual or In-Person (TBD)	Oct. 8th	Sat.	9:30 am - 11:30 am
	Launch workshop: Part 2	Virtual or In-Person (TBD)	Oct. 9th	Sun.	9:30 am - 11:30 am
	Individual coaching	Virtual or In-Person (TBD)	Scheduled with student		
	Group session	Virtual	Oct. 12th	Wed.	7 - 8:00 pm
	Group session	Virtual	Oct. 19th	Wed.	7 - 8:00 pm
	Group session	Virtual	Oct. 26th	Wed.	7 - 8:00 pm
PROGRAM PART ONE	Midway workshop	Virtual or In-Person (TBD)	Oct. 31st	Mon.	7 - 8:30 pm
	Group session	Virtual or In-Person (TBD)	Nov. 2th	Wed.	7 - 8:00 pm
	Indiv/team coaching	Virtual or In-Person (TBD)	Scheduled with student		
	Expert coaching/ advisory	Virtual	Nov. 9th	Wed.	7 - 8:00 pm
	Expert coaching/ advisory	Virtual	Nov. 16th	Wed.	7 - 8:00 pm
	Indiv/team coaching	Virtual or In-Person (TBD)	Scheduled with student		
	Final presentation preparation	Virtual	Nov. 21st	Mon.	7 - 8:00 pm
	Final presentation	Virtual or In-Person (TBD)	Dec. 4th	Sun.	10 am - 12 pm
	Individual reflection/ coaching	Virtual or In-Person (TBD)	Scheduled with student		

* **Virtual or In-Person (TBD):** Determination will be made based upon the location of student participants.

GREG VAN KIRK

PROGRAM DESIGNER + INSTRUCTOR



Greg is a two-time Ashoka Globalizer Fellow and World Economic Forum "Social Entrepreneur of the Year for 2012 (Latin America)." He is a former Ashoka Leadership Group Member and led the StartEmpathy work in North America. Greg is the principal designer of the award-winning MicroConsignment Model, now being applied globally.

Over the course of 20 years he's founded, led and/or consulted for dozens organizations, teams and communities in the US, Canada, Mexico, Guatemala, El Salvador, Nicaragua, Colombia, Peru, Ecuador, Paraguay, Suriname, Brazil, Haiti, The Dominican Republic, Bosnia Herzegovina, Serbia, Egypt, Senegal, The Gambia, Guinea, South Africa, India and Thailand.

Greg's led consulting engagements for organizations such as Levi Strauss Foundation, Visa Foundation, USAID, Chemonics, Inter American Development Bank, IFC, Solutions Journalism Network, VisionSpring, Soros Foundation, Church World Service, Water For People and Fundacion Paraguaya, amongst others.

He has designed social entrepreneurial experiences, taught courses and led workshops for thousands of students and professionals. He's led partnerships with universities including Columbia University, Cornell University, Duke University, NYU, University of Notre Dame, Northwestern University, Stanford University and many others. He's designed and led professional development/experiential learning programs for organizations including Deloitte, Levi Strauss & Co. and Warby Parker. He also contributes time as "Social Entrepreneur in Residence" at universities and has designed and taught social entrepreneurship and innovation courses at Columbia University, NYU, Miami University and University of Wisconsin. He has served as a strategic advisor for the Miami University Institute for Entrepreneurship.

Greg began working in rural small business development as a Guatemala Peace Corps volunteer in 2001. He worked in investment banking in San Francisco and New York for five years before arriving in Guatemala. Two deals he led at UBS during this time won "Deal of the Year" honors from Structured Finance International magazine.