Scott Sonenshein on Resourcefulness
Learn to stretch and achieve more with less from a bestselling author and business professor

What You’ll Learn:
- Shift from a chasing mindset to a stretching mindset
- Reimagine what is necessary to achieve your goals, and begin to see the value of your constraints
- Practice implementing a stretch mindset in your daily life—at work and at home
- Apply a stretching mindset to key issues facing social entrepreneurs including constrained funding, limited resources, and environmental/circumstantial changes

Description

Social entrepreneurs exist in environments of scarcity—they’re consistently strapped for time and funding, and yet are trying to tackle some of the world’s biggest challenges, like homelessness, healthcare, and energy access for the poor. What if the people tackling problems of poverty could unlock new mindsets and skills to learn how to leverage their constraints and achieve greater impact with less?

In this course, Scott Sonenshein—author of Stretch: Unlock the Power of Less and Achieve More Than You Ever Imagined, and professor of business at Rice University—will use engaging stories and research to teach social entrepreneurs how they can stretch what they have and succeed using the science of resourcefulness.

Scott will present his framework about the key pillars of a stretch mindset along with business case studies and practical exercises that you can use to practice using a “stretch” mindset in your life and organization. This course is ideal for anyone facing constraints and obstacles in their life or organization, or who wants to consider their opportunities and resources in a new, more optimistic light.

Format: Video-Based Course
Curriculum

LEARNING TOOLS

- 29 video tutorials
- 10 exercises

SECTION 1: Introduction to the Course

- Video 1: Welcome to the Course
- Video 2: Why Stretching Matters
- Video 3: Who Can Benefit from a Stretching Mindset and Skills?
- Video 4: How Silicon Valley Sparked an Interest in Stretching:
- Video 5: The Misconceptions We Have About Resources
- Video 6: The Story of a Chaser and a Stretcher

SECTION 2: Avoiding a Chasing Mindset

- Video 7: What is Chasing?
- Video 8: A Story of Chasing
- Exercise: Are You a Stretcher or a Chaser?

SECTION 3: The Stretching Mindset

- Video 9: Introduction to Stretching Mindsets
- Video 10: Psychological Ownership
- Video 11: Practical Exercise on Psychological Ownership
- Exercise: Ownership Mapping
- Video 12: Frugality
- Video 13: Practical Exercise on Frugality - Shop Your Closet
- Exercise: Closet Audit
- Video 14: From Trash to Treasure
- Video 15: Practical Exercise - Keep a Benefits Diary
- Exercise: Benefits Diary
- Video 16: Constraints
- Video 17: Practical Exercise - Just Say No
- Exercise: Practice Saying No to More
SECTION 4: The Skills of Stretching

- Video 18: Skill #1 - Knowing a Little About a Lot
- Video 19: Practical Exercise - Go Explore
- Exercise: Go Explore
- Video 20: Skill #2 - Perform Better Without a Script
- Video 21: Practical Exercise - Plan Backward
- Exercise: Develop a Backwards-Looking Plan
- Video 22: Skill #3 - We Are What We Expect
- Video 23: Practical Exercise - Find a Sleeping Beauty
- Exercise: Find a Sleeping Beauty
- Video 24: Skill #4 - The Power of Unlikely Combinations
- Video 25: Practical Exercise - Break Down a Resource into its Component Parts
- Exercise: Resource Breakdown
- Video 26: Novelty and Usefulness

SECTION 5: Case Studies for Social Enterprises

- Video 27: Case Study 1 - Stretching When Funding is Scarce
- Video 28: Case Study 2 - Stretching When Supplies are Scarce
- Video 29: Case Study 3 - Stretching When the External Environment Changes
- Exercise: Apply Stretching to Your Own Life

About the Course Partner

Scott Sonenshein is the Henry Gardiner Symonds Professor of Management at Rice University and the author of Stretch: Unlock the Power of Less--And Achieve More Than You Ever Imagined. His award winning research, teaching, and consulting has helped Fortune 500 executives, entrepreneurs, and professionals in industries such as technology, healthcare, retail, education, banking, manufacturing, and non-profits. He holds a PhD in Management and Organizations from the University of Michigan.