

5 Things Great Social Entrepreneurs Do Differently

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Social entrepreneurs are rising up from the woodwork, prioritizing purpose over profit and stepping out of corporate life and into the world of passion and social impact. And while more and more people are joining the ranks of social entrepreneurship, being a social entrepreneur is more than having an idea and it's even more than doing it.

These are the common threads that make successful social entrepreneurs who they are – changemakers impacting the world around them through consistent dedication, day in and day out.

1. **They find their niche.**

In a world where there are countless problems to be solved, great social entrepreneurs know they can't solve them all – so they hone in. They find a cause they care about and a business model they're passionate about building. Social entrepreneurs are a passionate breed, so tackling a problem you're not connected to through a product you don't believe in is a waste of time. Spend time finding your niche so you can move forward with tenacity and passion, two traits you'll need to make an impact.

2. **They focus.**

Solving a large-scale social problem can't be done without focus. If you've just launched a social enterprise or nonprofit, you might not know where to start. Remember, you have to start somewhere, not everywhere. Pick a lane and stay the course. Avoid getting distracted by shiny objects, new projects or new organizations altogether. Instead, cultivate focus as one of your most prized entrepreneurial skills. It's how great social entrepreneurs get the job done.

3. **They use what skills they have.**

While it's always important to learn new skills, successful entrepreneurs are self-aware and know what they're good at – and what they're not so good at. That doesn't mean you won't wear multiple hats when you're just getting started, but it means you'll know how and when to delegate as your team expands. If you're good at ideation or strategy, over time, you'll learn to stay in your lane and encourage your team to be the best in theirs.

4. **They're resilient.**

Any entrepreneur knows there are good days and bad days – days when everything seems like it's falling apart. And for social entrepreneurs, this can be even more difficult to manage when you have a soul-fulfilling, emotional affinity to your work or company.

But what sets a successful entrepreneur apart is *resiliency* – the ability to fall down and get back up, continually pressing forward in the name of social impact.

5. They're tenacious.

While resiliency is important, great social entrepreneurs know how to do more than stand up after falling down – they know how to start running again. In the face of failure, successful entrepreneurs keep pushing towards their goal with drive, hustle and commitment. Social entrepreneurs that harness these experiences as fuel to keep running are those that make a difference in the world and learn the most valuable lessons along the way.

While no social entrepreneur is the made equal, it's these common threads that social entrepreneurs either inherently have or must learn to rise to the top as influential leaders in social change. Said by Jim Rohn, "Successful people do what unsuccessful people are not willing to do. Don't wish it were easier; wish you were better."

Great social entrepreneurs keep striving for better – in their work and in the world.

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