

## **Introducing Roy Soards (Social Profits Portland Associate)**

### Challenges and Rewards of Social Enterprise

The successful social entrepreneur is someone who can thrive while living within the definition of paradox. Defined as “accepting the condition of simultaneous opposites”, paradox is a difficult condition for many people to live with.

The simultaneous opposite’s condition is the double-bottom line push/pull of social enterprise. This push/pull says, “I am here to make money AND fulfill a social mission.” Many question how this can be. And yet, making money and making the world a better place represent the greatest rewards and challenges of social enterprise.

In my 14 years as a social entrepreneur and being involved in the startup of 15 different social enterprise businesses, this double bottom line pull between mission and money never has stopped. I don’t believe it ever should.

Because in fact it represents the ongoing dynamic that gives a successful social enterprise its heart and soul. Without this constant debate, tension and push/pull, an enterprise loses its balance between mission and money.

The challenge is to learn to live comfortably within this paradoxical state. The reward is when you achieve success on all levels by accepting it.