

Human principles for the social enterprise: Benchmarks for reinvention

Design principle	What it means
Purpose and meaning	Giving organizations and individuals a sense of purpose at work; moving beyond profit to a focus on doing good things for individuals, customers, and society
Ethics and fairness	Using data, technology, and systems in an ethical, fair, and trusted way; creating jobs and roles to train systems and monitor decisions to make sure they are fair
Growth and passion	Designing jobs, work, and organizational missions to nurture passion and a sense of personal growth; affording people the opportunity to create and add their own personal touch
Collaboration and personal relationships	Building and developing teams, focusing on personal relationships, and moving beyond digital to build human connections at work
Transparency and openness	Sharing information openly, discussing challenges and mistakes, and leading and managing with a growth mindset