

The ASHOKA Criteria – What it is and what it is not...



THE BASICS:

ENTREPRENEUR/
INTRAPRENEUR

Compelled to take creative initiative and ownership (e.g., founding an organization or company, starting a movement, or re-shaping the work of an existing organization). The candidate demonstrates relentless and realistic how-to thinking and passion for seeing their ideas come to life.

UNDERSTANDING &
BELIEF IN EACH

Understands and believes the Everyone a Changemaker™ vision at a gut level. To innately 'get' this, candidates should have a broad and inquisitive intellect and a thinking pattern that connects the dots between historical trends and current social context.

SOCIAL & EMOTIONAL
INTELLIGENCE

Ability to work efficiently and respectfully in teams, putting organizational/team goal first (personal glory second).

ETHICAL
FIBER

Exceptionally strong ethical behavior. Is self-reflective and has strong empathy skills. Trustworthy.

SELF-
DEFINITION

The candidate assumes that changing the world in big ways at the continental scale is what he or she will do in life. He/she naturally operates at this level and has developed appropriate ways of thinking and skills. He/she is not interested in small scale roles.



WHAT CRITERIA IS AND IS NOT...

AND WHAT THAT MEANS:

ENTREPRENEUR/
INTRAPRENEUR



Has proven track record.
Has created real changes in how people operate based on own ideas.
Seeks to change systems and patterns.
Loves thinking through ideas.
Excellent judgment and imagination.



Takes initiative without compelling vision.
Just drawn to social entrepreneurship, without a unique idea of their own.
Only interested in changing processes instead of patterns.



WHAT CRITERIA IS AND IS NOT...

UNDERSTANDING & BELIEF IN **EACH**



Intuitively grasps the EACH vision.
Has strong analytical and conceptual abilities.
Draws broad principles from limited data.



Being able to only understand and articulate Ashoka 1.0.
Smart versus open to a new framework.
Just interested in small pictures and changes.
Able to understand why the whole is more important than the pieces.



WHAT CRITERIA IS AND IS NOT...

SOCIAL & EMOTIONAL INTELLIGENCE



Demonstrates empathetic working style.
Trusts and builds trust.
Prioritizes group's interests.
Leads by example and has gained respect as a leader.



Overly modest.
Someone who has only worked independently.
A 'yes' person.
Bad listener.



WHAT CRITERIA IS AND IS NOT...

ETHICAL
FIBER



Would you let them babysit your kids (or dogs)?



Someone you instinctively do not trust.
Someone who gives you the sense that something isn't right.



WHAT CRITERIA IS AND IS NOT...

SELF DEFINITION



Allows self to do big things.
Pushing the standards of excellence in all efforts.
Believes in own ability to contribute meaningfully to important issues at the global level.



Intimidated by big problems and thus makes them smaller.
Unable to see their part in the global change-making.



Record your thoughts on the [new hypo template](#), always accessible on Ashoka Connect.

