



Stanford eCorner

Social Entrepreneurs and Self-Actualization

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Video URL: <http://ecorner.stanford.edu/videos/2951/Social-Entrepreneurs-and-Self-Actualization>

Based on Maslow's Hierarchy of Needs, entrepreneur Rebeca Hwang shares why she believes social entrepreneurs are aiming to achieve self-actualization by helping others gain basic happiness through meeting their basic survival needs.



Transcript

My definition however is about happiness. I believe that have you seen this Maslow hierarchy of needs. Raise your hand if you have. So, these are the steps that we have to take to reach happiness and self-actualization. I believe that social entrepreneurship is really unique because of the following reasons. It allows the entrepreneur to be able to reach meaning and self-actualization by providing the first step to happiness to those who are in more need. So, you're really closing the loop in making yourself really happy and bringing happiness to the rest of the world.