

# Becoming an Impact Maker

This masterclass aims to inspire students – regardless of faculty or discipline – to understand how their academic field can solve societal challenges as well as open viable career pathways in impact innovation, impact entrepreneurship, and research for impact.

## Core Topics: What You Will Learn

**Create awareness** that Impact Innovation is a real career pathway – not reserved for only business school students

**Showcase discipline-specific examples** of real people in the fields of Engineering, Medicine, Agriculture, Law and others who have become impact innovators

**Inspire students** to identify a societal problem they care about and see how their studies can contribute to solving it

**Position your next steps** by following the **Impact Career Pathway** through Impact Hub's short courses, research opportunities, internships, incubation and more.



format

**2h Online Masterclass**



date

**1 April 2026  
09:30 – 11:30**



book

**R150 pp**  
**capewinelands@**  
**impacthub.net**



certificate

**Digital certificate of attendance**



## Who Should Attend?

- Undergraduate students exploring purpose-driven career paths
- Postgraduate students considering applied research topics
- Students from ANY discipline
- Students who want to use their studies to contribute to societal change
- Academic staff who want to integrate impact content into modules

# Becoming an Impact Maker



## Your Facilitator

**Marli Goussard** is an impact entrepreneur with 25 years' experience in social impact design and micro enterprise development.

She co-founded Impact Hub Cape Winelands to make social innovation accessible to grassroots communities and previously co-founded the CoCreate Hub in Stellenbosch. Marli chaired the Stellenbosch Civil Advocacy Network for nearly a decade, served on the Fix Forward Board, partners in *The Values Journey*, and is the author of a personal reflection journal.

Education includes Executive Programme in Social Impact Strategy from the University of Pennsylvania and a bachelor's degree in Public Relations Management.

## Programme Structure

### Session 1

The World Needs Impact Makers  
The Impact Economy Explained  
The System Imbalance

### Session 2

Case Studies: Your Discipline as a Tool for Change  
How Students Can Get Involved Now

### Session 3

The Impact Career Pathway

### Closing & Reflection

Your First Step as an Impact Maker

## Practical Application

- Understand what impact innovation and impact entrepreneurship mean across different fields
- Be aware of the systemic imbalance where only the privileged are taught to solve societal problems - and how to shift this
- Recognise career opportunities in the impact economy (local and global)
- Learn how your discipline-specific skills can solve REAL societal problems
- Identify a societal problem you want to explore further in their studies
- Understand the Impact Career Pathway and how you can continue your journey

