Interview with Mick Jackson, Founder, WildHearts

Video title: Interview with WildHearts Founder, Mick Jackson
Running time: 2 minutes 54 seconds

Summary
In this video, WildHearts founder Mick Jackson discusses the Micro-Tyco challenge. Mick is the only speaker.

Transcript
The goal of Micro-Tyco is to democratize opportunity and we do that by providing three things: inspiration, knowledge and networks. It’s to bring entrepreneurial thinking to literally a whole culture; be it unemployed gang members in inner cities right to a rising executive. And we’ve yet to find a team of people that it doesn’t work its magic on.

So, at Micro-Tyco we say it’s not how much you make it’s how much you grow – but you have to go for it. And if you do consistently the evidence shows people come out on the other side of the month with two realizations – one that they intrinsically behave and think entrepreneurially even though they never could before and secondly by discovering those skills that automatically make the world a fairer economically more just place. That is the kind of leader we want to create, the entrepreneurial thinker, who is aware they are impacting on the wider world.

The sole reason it’s in Canada is because of the University of Guelph. And we didn’t bring it to Canada, Guelph invited us into Canada. And you’re the first North American organization to embrace it. I think it’s interesting, we say that Micro-Tyco inspires leaders the world deserves and congruently that was your strat line which is “Leaders for a Sustainable World.”

So 100% of the money created by Micro-Tyco is invested on microfinance on your behalf. We say you become an entrepreneur to fund an entrepreneur - that’s the symmetry of it. And so far the money from Guelph has been invested in Ghana and Haiti. Guelph are really the vanguard of Micro-Tyco in North America. If I can give you a picture what’s happening in the UK already I’ve lost count the amount of students who have won top jobs in top firms purely as a result on their performance on Micro-Tyco. An increasing amount of global firms based in the UK are using Micro-Tyco to identify future talent and people are fast tracking there basically career development through taking part.

Micro-Tyco has succeed beyond my wildest dreams, through word of mouth 25,000 people have done it and it’s the thing that is most enriching and humbling is the sheer range of people whose life it has affected. So, inner city gang members who were kicked out of school who all went on to get jobs at Oxford. I mean who would have thought? To little kids in Kabul in Afghanistan selling eggs because
they wanted to help women run the world and yet they live in Kabul themselves. Do you know what I mean?

So it’s this way that we see the dollar of the pound as your seed capital but it’s a metaphor it’s just to get people to come into this Micro-Tyco world we created and bring a little magic to the table and I have yet to meet or come across a section of society that doesn’t flourish as a result taking part and that’s something I could have never of dreamt of.