

The Social Enterprise Training Programme 2013

Theme	Topics include
<p>Introduction to social enterprise and legal structures for the social economy</p>	<ul style="list-style-type: none"> • What is social enterprise? • The political & social drivers • What types of social enterprise are there? • The social enterprise business model • What you need to think about before you start • Considerations <ul style="list-style-type: none"> ○ Vision ○ Values ○ Ethics ○ Governance ○ Ownership ○ Stakeholders ○ Funding ○ Financial sustainability ○ Environmental sustainability ○ Profit distribution • What is possible • What are the barriers • Understanding the different legal structures • The impact of the legal structure on the function of the enterprise • Social enterprise kite marks • Understanding mutuals • Co-Ops and social enterprise • Charities and social enterprise
<p>Creating a strategy and business planning for Social enterprises</p>	<ul style="list-style-type: none"> • Understanding and creating your Vision • Your vision and the social change you want to create • Delivering your vision; your mission • Creating a viable Business Model • The Value Proposition • Building sustainability into your strategy • Piloting, challenging and changing your business model • Creating a strategy to realise your vision • Action points and timelines • Business planning and business plans

Enterprise ideas and Innovation	<ul style="list-style-type: none"> • Innovation and creativity • The need for constant change • Identifying and developing innovation in your organisation • Sources of inspiration • Creating and embedding an innovative culture • Values, attitudes and the social context of innovation • Creativity relevant processes
Leading and managing an effective social enterprise	<ul style="list-style-type: none"> • Examining leadership and management styles and skills • Motivating yourself • Identifying and filling skills gaps • Building, motivating and managing your team • Delegation / empowerment / accountability • Managing performance • Coping with change
Practical management skills	<ul style="list-style-type: none"> • Negotiation skills <ul style="list-style-type: none"> ○ Negotiation is a daily activity ○ Clarifying what outcome you want to achieve <ul style="list-style-type: none"> ○ The min and the max ○ Clarifying stakeholder support ○ Understanding and researching your “opponents” ○ Knowing when to say no ○ Insights into the psychology of negotiating ○ Understanding the basic rules and strategies - the dos and dont’s • Time management <ul style="list-style-type: none"> ○ Why you need to manage time ○ Lists and agendas ○ Allocation & prioritising ○ Taking and keeping control ○ Educating yourself/educating others ○ Taking effective action • Assertiveness <ul style="list-style-type: none"> ○ Assertive not aggressive ○ Knowing what you want to achieve ○ Understanding yourself ○ How you want to be perceived <ul style="list-style-type: none"> ○ Playing the part ○ Setting the style ○ Being consistent ○ Understanding others and their motives ○ Controlling emotions

Communication skills for social entrepreneurs	<ul style="list-style-type: none"> • Understanding what your client really wants - active listening and body language • Building empathy and relationships • Improving influence and rapport • Appropriate communication styles that engage your audiences • Presentations with impact • Using story telling/ theatre techniques/ public communications • Handling difficult situations
Marketing skills for social enterprises	<ul style="list-style-type: none"> • The value proposition - what is the value you create and how do you share that value? • Understanding and researching your market • Recognising the customer • Customer segmentation • Competitors and competition • Practical approaches to pricing • Developing a marketing strategy and a marketing plan • Creating and working your communication strategy • Building and maintaining networks • Leveraging in support • Understanding the basics of sales and selling
Project management	<ul style="list-style-type: none"> • Project management as a tool to deliver social impact • Managing people, time and resources • Practical tools and approaches to project management • Delivering quality projects • Planning for and managing risk • Change and change management in projects
Procurement & commissioning	<ul style="list-style-type: none"> • Understanding commissioning, procurement, tendering and contracts • What commissioners want • Navigating formal commissioning and procurement processes • Delivering a compelling bid • Managing the contract once you have it
Impact and evaluation for social enterprises	<ul style="list-style-type: none"> • Understanding what social impact means • Strategies for capturing, measuring and reporting • Identifying the most important things to measure • Methods of measuring change • Practical social impact exercises and methods • Communicating your impact - Who, What, Why & How

Strategic finance and funding for social enterprises	<ul style="list-style-type: none"> • Why you need funding • The different types of funding and finance available • Where you can get it • Getting investment ready <ul style="list-style-type: none"> ○ Finance and the business plan ○ Creating and using financial forecasts ○ What you need to tell your investors/ funders/ lenders • Making the best case for yourself
Financial management	<ul style="list-style-type: none"> • Don't let the numbers scare you • The importance of finance as a management tool • Tools to help you make decisions • Understanding budgets • Understanding forecasts • The importance of cash flows • Dealing with trends and variances • Understanding and presenting financial accounts
Support networks	<ul style="list-style-type: none"> • Defining and engaging stakeholders • Creating supportive networks • Volunteers, finding them and managing them • Finding non-executive directors • Creating advisory boards • Mentors and coaches • Academic support • Incubators and accelerators • Resources online and offline • Tapping into other forms of support • Forming and sustaining collaborations and partnerships

Practicalities

- All workshops are a day long
- Workshops can be configured to be delivered in half day modules
- The workshops can be delivered as a complete programme or individually
- Workshops require a minimal participation of 6 and not more than 20

For further information, costs and information on facilitators please contact uday@redochre.org.uk

www.redochre.org.uk