

social enterprise for business



CODE: SEBA
DURATION: 2 DAYS
CPD HOURS: 14

21

PROGRAMME OVERVIEW

Social enterprise is fast becoming big news... really fast and really big. Social enterprises develop from many different types of organisation but most need significant support to provide the enhanced capacity that the Government envisages for the sector. And currently there is significant funding being provided for that support. This programme will enable you to better understand the changing model for public delivery and be well placed to provide the additional support needed. Get up to speed on "the third sector" and be in pole position; ready and able to help.

OBJECTIVES

At the end of the programme you will be able to:

- Understand the definitions and principles of social enterprise
- Identify the key stages of development for social enterprises
- Understand the government agenda for social enterprises
- Identify key customers in social enterprise delivery
- Understand the mixed funding approach for social enterprise
- Advise social enterprises towards growth and sustainability
- Use this knowledge to gain new clients and improve service

DAY ONE

Welcome and Introductions
Programme aims and objectives
Social Enterprise – what is it?
Getting the definition right
Handling people misconceptions
Differentiation
Identifying and filling knowledge gaps
Government initiatives
Making it work first time
Starting or growing?
Avoiding the traps

DAY TWO

Day One summary / learning points
The Social Enterprise backbone
Basic Principles of Social Enterprise
Role of the Consumer
Role of the Government
Promoting Growth and Stability
Tracking Business Cycles
Innovation and technology
Operations and processes
Promoting economic strength
Action plan for improvement
Summary and feedback

TECHNICAL SKILLS

"Social enterprises tackle a wide range of social and environmental issues and operate in all parts of the economy. By using business solutions to achieve public good, government believes that social enterprises have a distinct and valuable role to play in helping create a strong, sustainable and socially inclusive economy."

Office of the Third Sector

general features

TARGET AUDIENCE

Basically anybody involved with Business Support whether that be actively involved, involved on the periphery or just interested in becoming involved. Examples include business advisers, consultants, counsellors, mentors, coaches, trainers, network brokers, skills brokers, specialist advisers and intermediaries (e.g. accountants and solicitors). Delegates come from host organisations such as the Business Link network, local Learning & Skills Councils, regional development agencies (RDAs), enterprise agencies, chambers of commerce, training organisations, local authorities, economic development units (EDUs), banks and of course independent practitioners. You are all welcome!

START AND FINISH TIMES

We kick off with the essential tea and coffee (caffeine!!) available from 9.15 for a prompt start at 9.30. Programmes finish around 16.00 to 16.30 but actual times may vary depending on circumstances on the day.

CONTENT

Programmes are designed to be interactive, memorable and enjoyable. Consequently content comprises a mix of presentations, case studies, self assessment, group syndicate exercises, open discussion, videos, role play simulations, live internet feeds, best practice documentation and more. Actual content used varies from programme to programme and depends on the subject concerned. There is no pre-work to do but please let us know your background and if there is anything specific you want to achieve - we'll always do our best to help.

WHAT'S INCLUDED?

All food and refreshments, training materials and Institute certification. We don't build rafts and paddle across rivers so no need for a wetsuit. Just bring yourself!

STANDARDS MAPPING

All of our programmes are closely mapped to the requirements set out in the national occupational standards (SFEDI) for Business Support.

CPD AND CERTIFICATION.

Each full day counts as 7 hours of continual professional development (CPD) which is certificated by the Institute of Business Consulting. Your personalised Institute training certificate is laminated for safe keeping and then sent directly to the person who made the original booking.

ACCREDITATION

Each programme is available as a stand alone item or as a module of "the 5 Star Adviser", our unique Business Adviser development, assessment and accreditation programme (see page 24/25).

PRICING

Members of the Institute of Business Consulting benefit from reduced programme rates. Please see our separate list of dates and venues for details of pricing, discounts and special offers. Prices quoted are exclusive of VAT.