



Learning and Development to Support Social Impact

# PROGRAMME PROSPECTUS

LEADERSHIP | ENTERPRISE | LEARNING | SOCIAL IMPACT

# WELCOME

We work with people and organisations creating social impact.

Our learning programmes help people to **focus, reflect, plan** and **act** on the areas that will make their organisations more successful:

- ▶ **Exploring their leadership of themselves and others**
- ▶ **Being more entrepreneurial and growing their business**
- ▶ **Developing the skills, mindsets and cultures that create great organisations**
- ▶ **Measuring and communicating their social impact**

We make it practical, reflective and about the reality of making social impact happen.

We'd love you to get involved too - partner with us to make learning available to anyone making the world a better place.



**Neil Mclean**  
Chief Executive

“ INVIGORATING INSPIRING EMPOWERING CHALLENGING  
DIFFERENT OUTSTANDING DYNAMIC ENERGISING ENGAGING  
ENLIGHTENING IMPRESSIVE EYE-OPENING HELPFUL INFORMATIVE  
REFLECTIVE INSIGHTFUL INVALUABLE MOTIVATING FUN STIMULATING  
EXCEPTIONAL PRACTICAL RELEVANT SUPPORTIVE TRANSFORMATIONAL

How learners have summarised their programme in one word

# LEARNING TO CHANGE THE WORLD

**We believe that everyone can learn to change the world.**

We provide transformational learning and development to help individuals, teams, organisations and communities build sustainable enterprises that achieve their social impact.

**We also believe that they deserve the best learning and development available, whether they can afford it or not, and that it should be delivered in their community.**

Our approach is to find partners and funders that can make programmes affordable and available where they're needed, and to train local practitioners to deliver them.



## INDIVIDUALS

Whether you are a social entrepreneur, manager, volunteer, staff member or Chief Executive we have programmes that will help you and your organisation have more impact

**Join a Programme**



## ORGANISATIONS

If your organisation wants to become even more effective or is facing challenges, we support you to open up new ways of doing things that will help you thrive and become more sustainable

**Create a co-designed programme for your team**



## COMMUNITIES

We support local communities to develop the skills and practices that enable them to address local issues and support sustainable social impact

**Partner with us to support your community**

**98%**

**OF ALL LEARNERS  
WOULD RECOMMEND  
US TO A COLLEAGUE  
OR FRIEND \***

**Contact your local Hub or our International Team if there isn't one in your country**

\* All statistics in this prospectus are from an independent impact review carried out in 2017/18 by Social Value Lab

**WWW.SOCIALENTERPRISE.ACADEMY**

# TRANSFORMATIONAL LEARNING

**Our programmes help people do things differently.**

To support people to access the mindset and headspace needed for transformational learning, our programmes are designed around the specific needs of the people in the room.



**Peer-learning  
not training**

Training people in theories rarely leads to personal insight or development so we create an environment where they bond with their peers and learn from each other's experiences and strengths.

**Facilitation by  
Practitioners  
not teaching**

Our facilitators have been on leadership, enterprise and social impact journeys themselves. We support them to lead facilitated learning, rather than teaching fixed content that isn't responsive to needs.

**Programmes  
not courses**

Focusing on real work-based issues is the best way to embed learning so we deliver programmes as modules enabling people to try out ideas, reflect and gain feedback on real issues.

**Learning and  
development  
not education**

We want learning to stick. Because transformational learning needs to be responsive, we don't just deliver the same set course for everyone, instead we create a safe but challenging space for personal development.

# BASELINE LEARNING PROGRAMMES

We adapt our world-class baseline programmes for each group depending on their context and stage of development.

We also know formal recognition of learning is important so many of our programmes are accredited by ILM with qualifications assessed by work-based practice.

LEADERSHIP	ENTERPRISE	LEARNING	SOCIAL IMPACT
<b>Introduction to Leadership</b> Half or 1 day	<b>Introducing Social Enterprise</b> 1 or 2 days	<b>Action Learning Skills</b> 2 or 4 days	<b>Introduction to Measuring Social Impact</b> 1 day
<b>Award in Leadership</b> 4 or 6 days ILM Level 5	<b>Understanding Social Enterprise</b> 2 days ILM Level 5 Award	<b>Coaching Skills</b> 2 or 4 days	<b>Measuring Social Impact</b> 2 days
<b>Certificate in Leadership</b> 10 or 12 days ILM Level 5	<b>Start or Develop Your Social Enterprise</b> 4 or 6 days ILM Endorsed	<b>Facilitation Skills</b> 2 or 4 days	
<b>Advanced Leadership</b> 1 or 2 days	<b>Journey to Social Enterprise</b> 6 to 12 days	<b>Courageous Communications Skills</b> 3 days	
<b>Introduction to Enterprising Leadership</b> 2 days			
<b>Developing your Enterprising Leadership</b> 6 days			

[Go to Leadership Programmes](#) →

[Go to Enterprise Programmes](#) →

[Go to Learning Programmes](#) →

[Go to Social Impact Programmes](#) →

# INTRODUCTION TO LEADERSHIP

**A general introduction to the concept of leadership and an opportunity for participants to start thinking about its relevance to their work and life**

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Half or 1 Day

Introductory Level

## Outcomes

- 1 You will consider the difference between leadership and management and start to view yourself as a leader who can help to create positive change.

## Programme Content

### Module 1

- ▶ The difference between leadership and management
- ▶ Leadership styles and roles
- ▶ Leading yourself
- ▶ Motivating others

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**I can honestly say that the programme I attended has been one of the most important learning journeys in my career**

Previous learner, Leadership programme

# LEADERSHIP AWARD

For people who currently have, or are soon to move into leadership roles with line-management responsibilities

It specifically benefits newer or aspiring managers who would like to increase their confidence to step up as a leader in their organisation

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4 - 6 day programme

3 modules, 2 days each with a 3 - 6 week gap in between

For newer or aspiring managers

Qualification: ILM Level 5 Award

## Outcomes

- 1 Become a more self-aware and confident leader so you can have a greater impact on your work
- 2 Build the skills required to engage and lead people in your organisation so you can all contribute and thrive professionally
- 3 Be more prepared for the opportunities and challenges that being a leader presents

## Programme Content

<b>Module 1</b>	<b>Leading and Understanding Myself</b> <ul style="list-style-type: none"><li>Explore what sort of leader you need to be</li><li>Identify your personal preferences and strengths</li><li>Raise self-awareness through listening and emotional intelligence</li><li>Set personal leadership goals</li></ul>	<b>Module 2</b>	<b>Leading and Understanding Others</b> <ul style="list-style-type: none"><li>Explore different leadership styles and approaches</li><li>Motivating and empowering others</li><li>Delegation and feedback</li><li>Adopting a coaching approach and developing questioning skills</li></ul>	<b>Module 3</b>	<b>Leading in your Organisation</b> <ul style="list-style-type: none"><li>Team dynamics and diversity</li><li>Communication skills and courageous conversations</li><li>Managing change and transitions</li><li>Reviewing your leadership journey and planning next steps</li></ul>
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**95%**  
**OF LEADERS SAID THEY  
INCREASED THEIR IMPACT IN BUILDING  
& MAINTAINING PARTNERSHIPS**

# LEADERSHIP CERTIFICATE

**For people who have been in a leadership role for some time and have or are soon to move into a more senior role**

**It specifically benefits managers who need to balance their day-to-day operational responsibilities with prioritising their strategic and external role as a leader**

8 -12 days

3 modules, each 3 – 4 days taking place over a number of months

For experienced managers

Qualification: ILM Level 5 Award

## Outcomes

- 1 Build on current skills and experience to gain greater clarity and insight into your leadership style and strengths
- 2 Enhance key senior leader skills so you can meet the challenge of growing an organisation and increasing your impact
- 3 Build confidence in internal leadership, in becoming more externally focused, and in working in partnership and collaboration to develop your organisation

## Programme Content

<b>Module 1</b>	<b>Leading and Understanding Myself</b> <ul style="list-style-type: none"><li>Explore the leader you need to be to meet your challenges &amp; opportunities</li><li>What an effective leader looks like - assumptions and mindsets</li><li>Transitioning through leadership</li><li>Self-awareness and emotional intelligence</li><li>The power of questions and communication</li><li>Action Learning Sets</li><li>Personal strengths, and learning and personality preferences</li><li>Personal leadership goals</li></ul>	<b>Module 2</b>	<b>Leading and Understanding Others</b> <ul style="list-style-type: none"><li>Creating healthy and engaging work places</li><li>Different leadership styles and approaches</li><li>Motivating and empowering others</li><li>Peer support through Action Learning</li><li>Non-directive approaches and coaching cultures</li><li>Delegation skills</li><li>Team dynamics and building teams</li><li>Creating a culture of feedback</li><li>Exploring courageous conversations</li></ul>	<b>Module 3</b>	<b>Leading in your Organisation</b> <ul style="list-style-type: none"><li>Being strategic and outward facing</li><li>Stakeholder mapping and collaboration</li><li>Collaboration and Partnership working</li><li>Influencing skills</li><li>Ethical decision making</li><li>Managing transition and change</li><li>Shouting about your social impact</li><li>Future proofing your organisation</li><li>Reviewing your leadership Journey and what next for your learning</li></ul>
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# ADVANCED LEADERSHIP

This programme is ideal for people that have completed the Leadership Certificate and want to deepen their practice in strategic thinking and leadership

It draws on the group experience to explore more complex situations and organisational issues

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2 days

For senior managers

## Outcomes

- 1 Gain greater understanding of how to lead more effectively in a complex system
- 2 Identify key ways to lead in a changing environment

## Programme Content

<b>Day 1</b>	<b>Strategic Leadership</b> <ul style="list-style-type: none"><li>▶ Leadership and strategy</li><li>▶ Systems thinking and implications for leadership</li><li>▶ Collaborative Leadership</li></ul>	<b>Day 2</b>	<b>Operational Leadership</b> <ul style="list-style-type: none"><li>▶ Explore different leadership styles and approaches</li><li>▶ Solution focused approaches</li><li>▶ Communication and influencing</li><li>▶ Effecting change and navigating transition</li></ul>
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This programme has been pivotal in my journey to becoming a social enterprise leader

Previous learner, Leadership Programme

# INTRODUCTION TO ENTERPRISING LEADERSHIP

This introductory programme aims to support leaders to become more deliberately enterprising to enable organisations to become more self-sustaining and self-reliant

It helps to develop growth mindsets and draws on entrepreneurial theory and approaches to start participants thinking about what it means to be enterprising

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2 days

For all levels

## Outcomes

- 1 Gain a clear understanding of what it means to be enterprising and how to develop an enterprising mind-set
- 2 Start to explore a range of enterprising ideas and possibilities

## Programme Content

<b>Day 1</b>	<b>Exploring Mindsets</b> <ul style="list-style-type: none"><li>▶ What do we mean by becoming more enterprising</li><li>▶ The context and reasons why an enterprising mindset is beneficial</li><li>▶ Challenges and opportunities of building an enterprising culture</li><li>▶ Assumptions and mindsets of an enterprising leader</li><li>▶ Identify personal leadership goals</li></ul>	<b>Day 2</b>	<b>Exploring ideas</b> <ul style="list-style-type: none"><li>▶ An enterprising model for value based organisations</li><li>▶ Balancing income generation and social impact</li><li>▶ Exploring growth tools</li><li>▶ Enterprising organisational cultures</li><li>▶ Co-coaching and action planning</li></ul>
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# 87%

OF LEADERS SAID THEY INCREASED THEIR IMPACT IN BALANCING SOCIAL AND COMMERCIAL GOALS

# DEVELOPING YOUR ENTERPRISING LEADERSHIP

**This longer programme provides an opportunity to build your enterprising approach to leadership and create a more enterprising culture in your organisation through developing and testing ideas**

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6 days

2 days per module with a 1 - 2 month gap between modules

For anyone interested in developing enterprising ideas

## Outcomes

- 1 Gain a clear understanding of what it means to be enterprising and how to develop an enterprising mind-set
- 2 Explore, test out and progress enterprising ideas and possibilities that can help build sustainability
- 3 Identify how to bring others with you and create a more enterprising culture

## Programme Content

<b>Module 1</b>	<b>Exploring Mindsets</b> <ul style="list-style-type: none"><li>What do we mean by becoming more enterprising</li><li>The context and reasons why an enterprising mind-set is beneficial</li><li>Challenges and opportunities of building an enterprising culture</li><li>Assumptions and mindsets</li><li>Identify personal leadership goals</li></ul>	<b>Module 2</b>	<b>Exploring ideas</b> <ul style="list-style-type: none"><li>An enterprising model for value based organisations</li><li>Balancing income generation and social impact</li><li>Exploring growth tools</li><li>Enterprising organisational cultures</li><li>Co-coaching and action planning</li></ul>	<b>Module 3</b>	<b>Bringing others with me</b> <ul style="list-style-type: none"><li>Perfect pitching</li><li>Supporting people through change and transition</li><li>Bringing the board on board</li><li>Finding social enterprise support</li><li>Review learning journey</li><li>Next steps and action planning</li></ul>
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**OVER 75%**  
**OF LEADERS REPORTED AN**  
**INCREASE IN INVESTMENT READINESS**

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**I HAVE ATTENDED MANY, MANY TRAINING AND MOTIVATIONAL COURSES IN MY CAREER BUT NONE MORE WORTHWHILE THAN THIS LEADERSHIP PROGRAMME.**

It has quite literally changed my life.

The combination of content, learning schedule and tutors combined to produce a thorough, insightful, thought provoking programme. It resonated on a level with me that cleared any issues with confidence in my abilities that were holding me back.

The skills I have developed have had a huge impact on multiple areas of my life, facilitating a move which has exponentially improved conditions for our business to thrive.

I have applied the skills developed directly in my organisation with great results. The course created and safe environment to work with our peers, which also led to some extremely beneficial collaborations in the remote areas we operate in.

In all I found it to be a highly effective tool for developing people, organisations and economies - I would go on every course they run!

*Mhairi Peattie, Leadership Programme in Tongue, Scotland*

# INTRODUCING SOCIAL ENTERPRISE

**A high-level introduction to the ideas and concepts of social enterprise and their potential use**

**Ideal for people that are new to the model**

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1 day

For anyone with an interest in social enterprise

## Outcomes

- 1 Gain a clear overview of social enterprise
- 2 Define the values and purpose of a social enterprise to better understand where it sits in relation to the corporate and voluntary sector
- 3 Identify some of the social aims of social enterprise organisations
- 4 Connect with other learners to discuss real life examples to deepen your understanding of the nature of social enterprise

## Programme Content

Day 1	<ul style="list-style-type: none"><li>▶ Values and purpose</li><li>▶ Definitions and context</li><li>▶ Revenue models</li><li>▶ Legal structures</li><li>▶ Balancing social and economic mission</li></ul>
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**OVER 94%**  
**OF LEARNERS CHANGE THEIR**  
**BEHAVIOURS RELATING TO RESILIENCE,**  
**COLLABORATION & DECISION MAKING**

# UNDERSTANDING SOCIAL ENTERPRISE

**An exploration of the different types of social enterprises, as well as a practical look at how a more enterprising approach could benefit individuals, organisations and their communities**

**Ideal for people that are new to the model**

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2 days

For anyone with an interest in social enterprise

Qualification: ILM Level 5 Award

## Outcomes

- 1 Gain a greater understanding of the social enterprise model and approach
- 2 Explore a social enterprise in practice
- 3 Identify and plan your next steps

## Programme Content

Day 1	<b>Introduction and Overview</b>	Day 2	<b>Social Enterprise in practice</b>
	▶ Triple bottom line		▶ Social enterprise case study exploration
	▶ Legal structures		▶ Sources of support
	▶ Organisational structure		▶ Planning for development
	▶ Financing a social enterprise		▶ ILM assessment guidance

“**Fantastic - everything I have learned will be integral to us moving forward**”

Previous learner, Enterprise Programme

# STARTING OR DEVELOPING YOUR SOCIAL ENTERPRISE

**A highly practical, immersive programme that provides all the essentials for individuals and organisations starting a new enterprise or growing an established organisation**

**It is highly adaptable and responsive to the growth stage and experience of participants and their organisations**

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6 day modular programme

2 days per module with a 1 - 2 month gap in between

For anyone looking to develop a new or existing social enterprise

Qualification: ILM Endorsed

## Outcomes

- 1 Gain skills in a range of business tools and skills that help to establish sustainable and thriving social enterprises
- 2 Articulate the feasibility of ideas for either a new social enterprise or income stream and build a business case
- 3 Create a living business plan to support the development and management of your social enterprise
- 4 Gain confidence in how to pitch an idea for a social enterprise and receive feedback and input

## Programme Content

<b>Module 1</b>	<b>Understanding and Planning</b> <ul style="list-style-type: none"><li>▶ Concept and characteristics</li><li>▶ Legal and organisational structures</li><li>▶ Goals and objectives</li></ul>	<b>Module 2</b>	<b>Market and research</b> <ul style="list-style-type: none"><li>▶ Customers and research</li><li>▶ Marketing and promotion</li><li>▶ USPs</li></ul>	<b>Module 3</b>	<b>Finance and income</b> <ul style="list-style-type: none"><li>▶ Business planning</li><li>▶ Cash flow and accounts</li><li>▶ Strategy and risk</li><li>▶ Costing and pricing</li></ul>
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# JOURNEY TO SOCIAL ENTERPRISE

Explore all the factors that will enable your organisation to move from donor dependency to financial sustainability and independence

Choose from eight modules in any combination to create your own journey to social enterprise

6 - 12 day modular programme

For anyone wanting to use social enterprise as an alternative or additional revenue source to grant and donor funding

Qualification: ILM level 5 in Understanding Social Enterprise

## Outcomes

- 1 Identify what sort of leader you need to be to set up and lead a new enterprise
- 2 Understand the factors required to develop ideas that support social impact and increase sustainability
- 3 Create and pitch a living business plan to support the development and management of your social enterprise and receive feedback from a panel of experts
- 4 Reflect and plan your next steps

## Programme Content

<b>Module 1</b>	<b>Understanding Social Enterprise</b> <ul style="list-style-type: none"><li>Values and purpose</li><li>Balancing social and economic mission</li><li>Legal and organisational structures</li><li>Revenue models</li></ul>	<b>Module 2</b>	<b>Defining Your Market &amp; Product or Service</b> <ul style="list-style-type: none"><li>Building on assets and strengths</li><li>Idea generation for sustainable revenue streams</li><li>Market analysis</li></ul>
<b>Module 3</b>	<b>Marketing Your Social Enterprise</b> <ul style="list-style-type: none"><li>Customers and research</li><li>Marketing and promotion</li><li>USPs</li></ul>	<b>Module 4</b>	<b>Developing Your Business Plan</b> <ul style="list-style-type: none"><li>Lean start-up principles</li><li>Business planning</li><li>Strategy and risk</li><li>Pitching</li></ul>
<b>Module 5</b>	<b>Managing Finance</b> <ul style="list-style-type: none"><li>Cash flows and accounts</li><li>Budgeting</li><li>Financial strategy and planning</li></ul>	<b>Module 6</b>	<b>Generating Income</b> <ul style="list-style-type: none"><li>Tendering and contracts</li><li>Sales and business development</li><li>Income strategy</li><li>Costing and pricing</li></ul>
<b>Module 7</b>	<b>Change Management</b> <ul style="list-style-type: none"><li>Leadership through change</li><li>Communication and motivation</li><li>Ensuring stakeholder buy-in</li></ul>	<b>Module 8</b>	<b>Measuring Social Impact</b> <ul style="list-style-type: none"><li>Purpose and benefits</li><li>Understanding your theory of change</li><li>Data collection methods</li></ul>

# ACTION LEARNING

Action Learning is a process to help individuals or groups explore an important, sometimes difficult, issue and view it from different perspectives and thinking in order to progress it

This programme equips learners with understanding and experience of Action Learning and ideas for using and embedding it in an organisation or meetings

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2 - 4 days

For all levels of people seeking facilitative approaches to problem solving

## Outcomes

- 1 Strengthen and develop listening and questioning techniques to increase the range of management and leadership skills used to deal with issues and challenges
- 2 Enhance your experience of facilitation, active listening, effective questioning and co-coaching

## Programme Content

<b>Module 1</b>	<b>Introducing Action Learning</b> <ul style="list-style-type: none"><li>Principles</li><li>Experiential learning</li><li>Action learning sets</li><li>Active listening</li></ul>	<b>Module 2</b>	<b>Practicing Action Learning</b> <ul style="list-style-type: none"><li>Reflective practice</li><li>Effective questioning</li><li>Action learning facilitation</li></ul>
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91%

OF LEARNERS HAVE  
ENHANCED THEIR STAFF'S  
MOTIVATION

# COACHING SKILLS

Develop an understanding of the application of different coaching models

A highly interactive and participative programme with the opportunity to practice the coaching approach

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1 - 4 day programme

For people seeking facilitative approaches to problem solving at all levels

## Outcomes

- 1 Increase your knowledge of coaching and your ability to identify when it's appropriate to use
- 2 Develop a greater understanding of the benefits of a coaching approach within a people management role
- 3 Strengthen your listening and insightful questioning skills
- 4 Apply key coaching models to your leadership approach

## Programme Content

<b>Module 1</b>	<b>Introduction and Overview</b> <ul style="list-style-type: none"><li>▶ About coaching</li><li>▶ Coaching mindset</li><li>▶ Listening and questioning</li><li>▶ GROW model</li></ul>	<b>Module 2</b>	<b>Coaching in Practice</b> <ul style="list-style-type: none"><li>▶ Coaching practice</li><li>▶ Coaching and leadership</li><li>▶ Using GROW and other coaching models</li></ul>	<b>Workshop</b>	<b>Workshops: Using Coaching</b> <ul style="list-style-type: none"><li>▶ In difficult conversations</li><li>▶ In team meetings and team development</li><li>▶ In support and supervision</li><li>▶ For problem solving and creative thinking</li><li>▶ In appraisals</li></ul>
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“The programme I attended was one of the very few where I have retained information and applied my learning consistently

Previous learner

# FACILITATION SKILLS

**A practical experience and insight in to the theory, tools and techniques of facilitating learning between peers**

**It builds on previous experience and encourages ongoing reflective practice to continue personal development**

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2 - 4 day programme

For people with some previous experience and those seeking facilitative approaches to engagement

## Outcomes

- 1 Strengthen and develop your listening and questioning techniques to increase your range of management and leadership behaviours

## Programme Content

<b>Module 1</b>	<b>Introducing Facilitation</b> <ul style="list-style-type: none"><li>Principles and values</li><li>Learning styles</li><li>Effective group learning</li><li>Active listening</li></ul>	<b>Module 2</b>	<b>Practicing Facilitation</b> <ul style="list-style-type: none"><li>Reflective practice</li><li>Effective questioning</li><li>Facilitation practice</li></ul>
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**83%**  
**OF LEARNERS COMMUNICATE  
MORE EFFECTIVELY WITHIN  
THEIR ORGANISATIONS**

# COURAGEOUS COMMUNICATION SKILLS

**Gain confidence in stepping up to the leadership challenge of managing successful courageous conversations**

**Develop techniques to deal with differences of opinion or conflict, and engage effectively in dialogue with others**

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2 - 4 day programme

For people seeking to have meaningful conversations that bring about change

## Outcomes

- 1 Gain clarity on what it means to have Courageous Conversations and an understanding about what stops and enables you to have them
- 2 Develop your confidence and skill to increase the probability of a positive outcome for all parties
- 3 Practice difficult scenarios and observe and reflect on others having Courageous Conversations

## Programme Content

<b>Module 1</b>	<b>Our Role in Courageous Conversations</b> <ul style="list-style-type: none"><li>▶ The challenges</li><li>▶ Our responses</li><li>▶ When to have a Courageous Conversation</li><li>▶ Other approaches</li></ul>	<b>Module 2</b>	<b>Preparing for the Courageous Conversation</b> <ul style="list-style-type: none"><li>▶ Mindsets for Courageous Conversations</li><li>▶ Setting up the right environment</li><li>▶ Observations and reflections</li></ul>
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“**These learning programmes are better than Gold Standard... It is a privilege to participate and attend**

Previous learner

# INTRODUCTION TO MEASURING SOCIAL IMPACT

**At a time of decreased funding and resources, it is vital that organisations can demonstrate the social value they provide to communities**

**This programme provides an overview of the concepts and importance of social impact**

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1 day programme

Introductory

## Outcomes

- 1 Understand the concepts and usefulness of measuring your organisation's impact
- 2 Explore what activities you would like to measure and how best to demonstrate your organisation's impact

## Programme Content

Day 1

- ▶ The purpose of measuring social impact
- ▶ Identify what you want to measure
- ▶ Explore the logic model
- ▶ Develop an action plan that will help you to start implementing your approach

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**I sometimes feel that the Academy is as valuable for its bringing people together as it is for the training it delivers.**

Previous learner

# MEASURING SOCIAL IMPACT

This programme provides an overview of the concepts and importance of social impact and the different approaches that can be implemented in organisations

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2 day programme

All levels

## Outcomes

- 1 Understand the concepts and usefulness of measuring your organisation's impact
- 2 Explore what activities you would like to measure and how best to demonstrate your organisation's impact
- 3 Consider creative ways to articulate your impact and embed a culture of measurement

## Programme Content

<b>Day 1</b>	<b>Exploring MSI</b> <ul style="list-style-type: none"><li>▶ The purpose of MSI</li><li>▶ Identify what you want to measure</li><li>▶ Implementing the Logic Model</li><li>▶ Involving stakeholders</li></ul>	<b>Day 2</b>	<b>MSI in my Organisation</b> <ul style="list-style-type: none"><li>▶ What am I measuring already?</li><li>▶ Reporting and presenting our findings</li><li>▶ Challenges and opportunities for my organisation</li><li>▶ Identifying the next step for MSI in my organisation</li></ul>
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**84%**  
**OF LEARNERS STRENGTHEN THEIR  
ORGANISATION'S RELATIONSHIP WITH  
THEIR COMMUNITY \***

\* All statistics in this prospectus are from an independent impact review carried out in 2017/18 by Social Value Lab

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**The lives changed by the organisations and services I have created would not have happened as quickly without the clarity, skills and support network developed as a direct consequence of Academy programmes.**

Johnny Kinross, Chief Executive, Grassmarket Community Project, Scotland

**WE'D LOVE TO TALK TO YOU**

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