Supporting you and your organisation with

LEARNING AND DEVELOPMENT

LEADERSHIP | ENTERPRISE | LEARNING | SOCIAL IMPACT

“Tailor-made, flexible and participative learning that is inclusive rather than prescriptive. The Academy is more person-centred than any other learning organisation I’ve experienced.”
ABOUT US

We deliver transformational learning and development programmes for people and organisations working for social change.

We are a social enterprise driven by a vision of a society which combines economic activity with community benefit, led by dynamic social entrepreneurs and enterprises.

Our unique approach to learning has helped thousands of social entrepreneurs and social change organisations to become stronger and more resilient, increasing both their impact and their economic sustainability.

We work with a wide range of organisations creating social change including:

- Social enterprises
- High impact enterprises
- Fair trade companies
- Government Departments
- SMMEs
- CSI departments
- Non-profit organisations
- Co-operatives
- Foundations and trusts
- Community organisations
- Development trusts
- Public institutions
- Socially responsible businesses

TRACK RECORD

Social Enterprise Academy South Africa is part of a worldwide network of 13 hubs, supporting social change within local communities and beyond. This equates to 90 practitioner learning facilitators and 215 ecosystem partners internationally. Therefore, we are able to share our experience and learning models in South Africa and anywhere in the world.

The Social Enterprise Academy is the only specialist learning and development organisation supporting the enterprising social sector in South Africa.

Founded in 2004 in Scotland, the Academy has since worked extensively at local, national and international levels. Over 15 000 learners have been on our programmes, and we have delivered 1998 learning programmes internationally to individuals and organisations at different stages of personal and organisational growth.

Social Enterprise Academy South Africa was established as a joint venture with Imani Development Foundation, a registered non-profit organisation.

IMPACT

- **93%**
  - Improve their organisation’s ability to be responsive and adaptive to the market

- **63%**
  - Positively affect the financial success of their organisation

- **83%**
  - Communicate more effectively within their organisation

- **83%**
  - Enhanced staff motivation

- **91%**
  - Of learners would recommend the programme to a colleague or friend

Statistics from our Impact Review 2018, conducted by Social Value Lab, based on 351 respondents.
The Academy’s programmes are eye-opening. If you have a passion to change the world, it’s important to know when, what, where and how you are going to do that...
Developed and delivered by social entrepreneurs and impact practitioners, our programmes combine work-based practice with accredited qualifications. All programmes are fully adaptable to different levels of experience and can be tailored to suit any group. In addition to tailored baseline programmes, we can also develop new modules and programmes across a range of skills, themes and mindsets that you want to develop within your organisation.

Many of our programmes lead to international qualifications and are accredited at degree level. Here is our range of adaptable programmes and modules;

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<th>LEADERSHIP</th>
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<tr>
<td><strong>Introduction to Leadership</strong></td>
<td><strong>Introducing Social Enterprise</strong></td>
<td><strong>Action Learning Skills</strong></td>
<td><strong>Introduction to Measuring Social Impact</strong></td>
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<td>Half - 1 day</td>
<td>1 day</td>
<td>2 - 4 days</td>
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<td><strong>Self-Leadership for Active Citizens</strong></td>
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<td>1 - 3 days</td>
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<td>ILM Endorsed</td>
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<td><strong>Leadership for Social Change</strong></td>
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<td>ILM Level 5</td>
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<tr>
<td><strong>Leading Edge for Senior Leaders</strong></td>
<td><strong>Scale-up Social Enterprise</strong></td>
<td><strong>Courageous Communications Skills</strong></td>
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<td>8 - 12 days</td>
<td>6 days</td>
<td>2 - 4 days</td>
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<td>ILM Level 5</td>
<td>ILM Endorsed</td>
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<tr>
<td><strong>Enterprising Leadership</strong></td>
<td><strong>Income Generation Strategies for Non-Profits</strong></td>
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<td>2 days</td>
<td>6 - 12 days</td>
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In the next section, you will find examples of some bespoke programmes which have been successfully delivered in the past year.
Over the years, Distell has been providing financial and non-financial support to non-profit organisations in South Africa. The Distell Non-Profit Sustainability Programme was a 12-month capacity building programme designed for Distell’s non-profit grantees.

The first phase of the programme took the form of a sustainability baseline assessment. Assisted by a facilitator from Social Enterprise Academy and an NPO sustainability expert, each organisation had to rate itself across several variables focused on three key elements of sustainability (programmatic, financial and operational).

The assessment was followed by a structured intervention consisting of three specific learning areas focused on enhancing NPO sustainability namely, Non-Profit Leadership, Income Generation for Non-Profits and Creating and Measuring Sustainable Impact.

Participants from each NGO had the opportunity to receive one on one coaching sessions on each module covered, reflect on the process, elicit feedback and identify their future needs.

In November 2019, Social Enterprise Academy will be working with board members and senior leaders within the selected NPOs to further build their capacity in leading the change process. This will form part of phase three of the programme.

“The days are over when CSI departments can throw money into a black hole to tick a box. If we can help NPO’s to be more sustainable they will have more impact.”

Nicole Solomons - Manager: Sustainable Socio-Economic Development
Supporting South Africa’s growing creative social enterprise sector

Creative industries have been welcomed as a growth area for job creation, sustainable livelihoods and inclusion.

The British Council’s DICE Impact Makers and Creators programme aims to strengthen creative and social enterprises in 5 emerging economies: Brazil, Egypt, Indonesia, Pakistan, and South Africa.

British Council has partnered with Social Enterprise Academy and Seed Academy as programme delivery partners for a three-month learning programme for social creative entrepreneurs in South Africa.

Through the Impact Makers and Creators programme, social creative entrepreneurs seeking to create daring and holistic solutions to challenges in their society are supported with tools to enable them to reach wider communities through their work. The programme focuses on building robust business models, building social value creation and considering the impact of their business models.

Entrepreneurs have access to in-depth coaching from successful global social entrepreneurs, high impact business development support, funding readiness and opportunities for access to market.

Ten outstanding participants will pitch their businesses to impact investors at the year-end graduation ceremony. The project currently works with 120 ideation and growth stage social and creative entrepreneurs in Cape Town and Johannesburg.

“...It will greatly shift the way we operate, from the traditional NPO-model to a social enterprise model, it will help us attain some financial autonomy and also help us generate income, expand our reach and support more beneficiaries.”
Growing your ability to support entrepreneurs through coaching, facilitation and action learning.

As part of Airbnb’s support for a new generation of entrepreneurs, Airbnb partnered with Open Africa and Social Enterprise Academy to create the Airbnb Africa Academy.

The **Airbnb Africa Academy**, aims to encourage healthy tourism and entrepreneurship in rural and under-resourced communities across the continent. Through the academy, local hosts and co-hosts are trained and provided with information and tools to create listings on Airbnb’s platform.

Social Enterprise Academy delivered a two phased learning programme to enable Airbnb Africa Academy facilitators to better understand, utilise and share information and tools with local hosts and co-hosts.

The training and facilitation programme focused deeply on learning design to allow facilitators to adapt material for specific groups of Airbnb hosts and co-hosts.

Now in its second year after an initial test phase in eight South African communities in 2018, the Airbnb Africa Academy is focused on further building out its impact model in partnership with grassroots tourism organisations in both South Africa and Kenya.

“Understanding the difference between training and facilitation has made me view learning differently. I have certainly grown in my ability to support and empower the next generation of African leaders and businesses.”
Melela4Children is a Non-Profit Organisation that works with children from Sobambisana and Sakumlandela Primary Schools in Khayelitsha. The organization offers free maths and english tutorship sessions to grade 4, 5 and 6 pupils. Melela4Children is one of the V&A Waterfront’s non-profit beneficiaries.

After discovering there were some missing elements that made it difficult to measure their social impact of this programme, the V&A Waterfront engaged Social Enterprise Academy to work with Melela4Children and facilitate in developing their Theory of Change.

Social Enterprise Academy facilitated a 2½ day Theory of Change workshop to Melela4Children. The programme was designed to provide an overview of the key concepts and allowed participants to begin to apply this methodology, as a foundation to establish their Theory of Change.

Subsequent to the programme Melela4Children has mapped out their Theory of Change to describe and illustrate how and why desired change is expected to happen. They have been able to significantly improve their Theory of Change by bringing greater clarity to the mission they are working to achieve. They believe this has shifted their thinking strongly towards looking at outcomes rather than purely outputs, as it is this type of thinking that makes real change possible.

The course was extremely helpful, not just in terms of gaining an understanding of some of the core principles of impact measurement, but in equipping the participants with practical tools to develop a theory of change. The practical nature of the course sets it apart in terms of the benefit I was able to gain.
We deliver learning programmes using a practical ‘learning by doing’ approach focused on practitioner-led peer learning. This is based on participative, experiential learning using Kolb’s learning cycle, facilitated by our practitioner Associate Tutors - selected for their experience, location or fit with a group.

This creates safe, supportive learning environments that enable application of learning, and meaningful behaviour change resulting in tangible organisational impact. Our responsive product range can be tailored for individuals and organisations from different backgrounds at all stages of development.

This approach goes beyond training to help embed peer learning techniques and reflective practice to ensure that participants can apply their learning quickly and effectively back in their work context.

It creates an energising environment which generates highly creative and productive thinking. The result is transformational.

Our programmes focus on:

**Key Principles**

We deliver leadership, enterprise and social impact programmes, with a commitment to action learning and coaching, and all underpinned by Kolb’s learning cycle.

We value practitioner-led learning exchange where the learning is based on the sharing of the learners’ work and life experiences. This approach encourages people to:

- learn from their actions and experience;
- take time to reflect on, question and challenge their assumptions;
- create mutual benefit from sharing their experience in a group;
- learn from the support and questioning of colleagues;
- have the courage to try new ways of being and operating;
- review with colleagues the new insights and lessons learned.

To that end, we use participative and reflective learning techniques.

The blend of expert facilitation, action learning, theory and shared experience is powerful stuff. The Academy is to be congratulated on creating a powerful tool for transformational learning, a safe space to share ideas, knowledge and experience.
From July 2017 – July 2018

How can you partner with us?

• Come onto one of our programmes as a learner.

• Let us package a programme that will help you grow your leadership impact or your financial sustainability.

• Build the capacity of Social Change organisations that you support through a tailored learning programme.

• Became a strategic partner with us to support the growth of the social economy in South Africa.

• Engage us as a learning and development partner in your incubator or Social Enterprise support programmes.

• Share your learning and development needs with us so we can create a unique programme for you.
LEARNING TO CHANGE THE WORLD