

Social Enterprise Development: Course Outline

Format

Social Enterprise Development and Training Program

Goal

Together we will co-develop a social benefit business, including the business model, business and marketing plans, and prepare you to run the service. Assignments and skills development will help you expand your program, prepare it for market, and serve your clients and communities with top quality service.

The priority of this co-development process is to create a social enterprise, and a way for you to support yourself in providing a social benefit. We will use that collaborative process as an experiential learning opportunity to expose you to the skills needed to design, develop, launch, market, and run a successful, sustainable, social benefit business.

You will be able to use the materials we create to run workshops, make public presentations, serve clients, operate an eco-social impact center, lead community development initiatives, and provide a framework from which to expand into content creation, curriculum development, or consulting.

We will also create for you a personalized skills and training path for your ongoing professional development, designed to help you as you independently develop mastery in the topics you are most passionate about from the program.

During these few months you will develop basic proficiency in each of these topics; mastering them is a process which takes most people 3-5 years.

Results / Outcomes

You will have a social benefit business designed, developed and ready to run*. Your business will provide a valuable social service in a way that supports your personal needs and goals and builds and supports the regenerative community around you. You will have the basic skills to refine your model, or apply those capacities to expanding future projects.

Learning Objectives

During our time together you will learn the basics of how to:

- reframe social and environmental programs as market opportunities
- evaluate your social enterprise idea
- consider the level of innovation in your idea
- help you understand the problem your social enterprise is trying to address
- learn the key decisions and considerations in setting up a social benefit business
- design your social enterprise model
- apply your social enterprise model in the market
- learn how to use data to analyze your market and profile your most valuable customer
- learn digital marketing skills
- measure social impact
- produce a plan to scale and sustain your social enterprise
- build your business plan and your team
- learn how to consider partnership opportunities
- assess sources of funding and investment
- learn how to present, pitch and find support for your idea
- how to make informed decisions about pricing and business expenses
- improve your skills in critical thinking, analysis, planning and prioritization

Topics include

Organizational Development and Social Enterprise Planning

Organizational Development (Mission, Vision, Objectives, Roles)

Strategic Planning Basics (SWOT, Gap, Brainstorming, Forecasting, Backcasting, Leverage)

Business Planning Basics (Planning a social enterprise development, Systems and Processes)

Social Enterprise (Business modeling for social and environmental impact)

Project Management Basics (Assessing needs, Estimating resources, Prioritizing, Phases, Models)

Writing a Business Plan (And using it to guide organizational development)

Financial Management (Revenue modeling, Planning, Cashflow, and Budgeting basics)
Marketing (Research, Analysis, Strategy, Planning, Digital Marketing [Email, Social, Blogging])
Content strategy and design (What to give, to whom, when, where, and why)
Technology (Web, Collaboration, KM, CMS/LMS, Payment systems)
Program and Event Planning, Logistics (Producing successful, effective events and programs)
Itinerary Design (Designing learning paths, Mapping learning objectives to activities)
Workshop Design and Facilitation (Creating workshop templates and how to maximize participant value)
Relationship Management (with Customers [CRM], Suppliers [SCM], and Donors [DRM])
Strategic Collaboration (Types and pros and cons of teamwork and partnership models)
Minimum viable product, Testing, Piloting (How to gauge market interest and program readiness)
Quality Control and Improvement (How, and what, to always be improving, How to find experts)

Sustainability

Systemic Sustainability
Social and environmental implications of profit-maximization strategies
Sustainable Business Practices (Supply chain, materials, processes)
Social Capital and Community Building
From Sustainable to Regenerative
Regenerative Business and Regenerative Economics

Personal and Professional Skills

Impact and community focus
Communication (Creating and managing agreements, Active listening, Cross cultural, NVC)
Collaboration (Processes, tools, how to assess and design win-win-win collaboration models)
Quality, Reliability, Creating opportunities
Authenticity, Integrity, Verbal accuracy

*For topics for which the learning outcomes are not reached during the time planned, a priority will be kept on preparing the program for market on the intended schedule. For topics requiring extended exploration, learning materials and skills development paths will be designed and added to the skills development resources.

Collaboration Structure

Course length: 13 weeks

Weekly time commitment: 20 hours

4 hours / week - Collaboration Session

- Working together to co-develop the transition program
- Training you to develop and run the program

16 hours / week on your own - Independent study and Program development

- Research and skills development
- Completing program development assignments

(I will be spending 2-4 hours per week beyond our time together preparing material for our Collaboration Sessions, and working on developing your social enterprise program.)

Sample Collaboration Session

- Opening Q&A
- Set and discuss day's goals
- Discuss last week's progress developing program, review assignments
- Work on skills development (discussion, lecture, thought exercises, analysis)
- Work on program development
- Summary and closing Q&A
- Assignment for next week

Assignments

Weekly assignments covering a mix of theoretical and applied concepts are designed to both bring your social enterprise closer to market, as well as to expand your ability to operate the program.

Investment

Social Enterprise Development & Training - \$1,350 / month

Living Expenses:

Rent, Utilities, Food ingredients, Food prep, Transportation, Misc - \$450 / month

Total Investment: \$1,800 / month

For questions, more information or enrollment details, contact:

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