



Social  
Enterprise  
Institute



## ACCELERATED CERTIFICATE

## SOCIAL IMPACT MEASUREMENT

Working to change the world through a social enterprise, purpose-driven business, or enterprising nonprofit? Looking for better ways to tell others about the social and environmental good you do? Heard about social impact measurement but don't know where to start? Look no further. The **Impact Practice Accelerated Certificate** provides everything you will need in one simple package.



## About Us

The **Social Enterprise Institute** provides easy-to-use tools to solve the community and environmental issues you see. With short courses that don't waste your time, and communities of people to connect to, we help to develop your social enterprise, purpose-driven business or enterprising nonprofit. You bring the passion, we bring the path to success.

[www.socialenterpriseinstitute.ca](http://www.socialenterpriseinstitute.ca)

The Social Enterprise Institute is a product of Common Good Solutions CIC Ltd.

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## BACKGROUND

You are probably reading this course brochure because you recognize the need for better ways to account for the good work of your organization or company.

Over the last five years there has been growing interest in the topic of **social impact measurement** for a variety of reasons:

- Increasingly stretched **governments** are looking for evidence of the economic and social value delivered by the organizations they fund or buy from.
- Now more than ever, **grant funders** are looking for organizations that can prove their track record, demonstrate their contribution to long-term outcomes, and report on these in increasingly creative and compelling ways.
- A growing number of **social investors** are searching for ways to use their capital to secure social as well as financial returns, and for investees capable of measuring these social returns with both precision and rigour.
- In their desire to live better and more sustainable lives, **ethical consumers** are turning to companies that can show they are delivering on the values they espouse, and which are really benefiting society.

This is placing growing pressure on organizations to **measure, prove** and **improve**.

## DESCRIPTION

This program has been designed to support better 'impact practice'. In other words, all of the things that social sector organizations can do to **plan, measure, communicate and grow their social impact**. It provides the tools you need to show your enterprise **delivers well, creates impacts** (social, economic and environmental), **creates value** for the people you are accountable to, and **lives up to desired ideals and practices**.



SOCIAL IMPACT MEASUREMENT IS ALL ABOUT DEMONSTRATING IN A HOLISTIC WAY THAT YOUR ORGANIZATION IS MAKING GOOD PROGRESS AND A MEANINGFUL CONTRIBUTION TO THE DESIRED CHANGES THAT MATTER TO THE PEOPLE YOU ARE ACCOUNTABLE TO.

## TARGET PARTICIPANTS

This program has been designed for **social entrepreneurs** and representatives from organizations that use business methods to benefit society – **social enterprises, purpose-driven companies** and **enterprising nonprofits**. It is also relevant to the supporting cast of **grant-makers, advisors, investors** and **government officials** that work with social enterprises.

# LEARNING OUTCOMES

This program brings together in the most comprehensive way the main approaches, templates, tools and tips that are relevant to social enterprises. This program will help you to:

1. **Identify** the people and groups that your organization is accountable to, and build consensus on the mission and results that will lead you to success.
2. **Understand** the ways in which you are uniquely placed to deliver and measure four types of value – customer, financial, operational and social value.
3. **Plan** your intended results by developing a simple, logical framework that enables you to consistently measure the right things in the right ways with the least effort.
4. **Collect** credible data that is capable of indicating progress towards each of your intended outcomes and impacts, and making the case for your work.
5. **Communicate** the evidence you gather through narrative, numbers, stories, and various visual forms of reporting that are appropriate to your audience.
6. **Use** the evidence you have gathered to make better decisions, extend your influence, and grow the impact of your organization.

This course has been designed by international experts in social impact measurement and reporting, and draws on best practices from around the world.

# PROGRAM FORMAT

Participants have four months to complete the program, which includes:

- An **Impact Practice 101 Video** that introduces you to the topic, covers the 10 building blocks of better impact practice, and provides access to our self-assessment test.
- A **Full-Day Intensive Workshop\*** to attend, led by a world-leading expert in social impact measurement. With peers, you will explore the course content, cover the fundamentals of social impact measurement, reflect on your current practice, and take away an array of helpful tools, templates, tips and tricks.
- Follow-up access to an on-demand, self-paced **E-Learning Package** developed in partnership with the team at Social Value Lab, which includes 10 courses packed with instructional videos, learning activities and downloadable content.
- Completion of an **Integrated Assignment**, where you develop a Social Impact Measurement Plan for your organization (or one you are supporting) using a template provided, and submit it for grading and feedback.
- Award of **Certificate in Impact Practice** on successful completion of the online learning modules, intensive workshop, and integrated case study.

\* The next scheduled workshops will be held in Toronto (18 June 2018) and Halifax (21 June 2018). Further dates will be added.

# IMPACT PRACTICE: ONLINE COURSE BUNDLE

By participating in the course you will receive 12 months access to our **Impact Practice eLearning bundle**. This course bundle covers all the fundamentals of what your organization can do to focus on, measure, communicate and grow the social impact of your work. Each course includes video instruction, case examples, actionable tools and templates, downloadable worksheets, as well as pre/post course tests.



## 1. ESTABLISHING YOUR MISSION

All social enterprises are on a **mission** to change society for the better. Being able to tell others about your cause and why it matters will push your work forward and lead you to success. **Need to find your north star and guide the way for others around you? Then this course is for you.**



## 2. DEFINING YOUR BUSINESS MODEL

Social enterprises take a business approach to achieving their mission and making a difference. To achieve a lasting impact that you can measure, you need to find a **business model** that is right for you. **Want to find the sweet spot between mission and money? Look no further.**



## 3. IDENTIFYING YOUR VALUE PROPOSITION

A **value proposition** is a set of statements that describe the things that make your work distinctive, successful and uniquely valuable to others. It explains how you do business more responsibly than your competitors, why you are the best choice for your customers, and how your work solves social problems in a financially sustainable way. **Want to change the world but struggling to explain how and why it's important? Dig in.**



## 4. DEVELOPING A RESULTS FRAMEWORK

To measure your social impact, you must work out how and why your work brings about change. This is called your **theory of change**. Using your theory of change, you can identify the relationships between your strategies, your performance, and your results. **Getting in a muddle between theory of change and logic models? Can't tell your outputs from your outcomes? Not sure why any of this matters? This course is for you.**



## 5. USING PERFORMANCE MEASURES

**Performance measures** help you assess how well you are working to make the changes you want to bring about. You need a good set of performance measures to plan how you will achieve your goals and show the changes you have made in a way that others can grasp. **Want to change the world but getting lost in a fog of measures, indicators and metrics? Navigate your journey with the tools provided here.**



## 6. COLLECTING USEFUL INFORMATION

To convince others that you are making progress and achieving the things you hoped for, you need to **collect the right information**. This means deciding what information to collect and how to collect it in a regular and consistent way. **Not sure where to start? Then check out the methods outlined here and our ten simple tips for better data collection and a simpler life.**



## 7. GAUGING PERFORMANCE AND IMPACT

Organizations need to be able to **assemble and analyse data** in a way that stands up to scrutiny. This allows you to gain useful insights, assess your performance, and work out whether you have achieved your intended outcomes. You can only gain these insights by reviewing your evidence regularly and as a team. **Drowning in a sea of numbers? Then let this be your life raft.**



## 8. REPORTING ON RESULTS

You should use the information you have collected to produce a **full and balanced account** of your work and the difference it makes. How you report this evidence is important for showing your organization is trustworthy and accountable. It is also important for communicating your achievements clearly and persuasively. **Getting weighed down by the same dull reports? Look no further.**



## 9. COMMUNICATING WITH IMPACT

Many social enterprises have useful and compelling evidence but fail to tell others about it in an effective way. This is a missed opportunity. You can use tried and tested **communication methods** to share your evidence, strengthen your message and attract more support for your cause. **Ready to shout your message from the rooftops? Well, start right here.**



## 10. USING EVIDENCE TO GROW IMPACT

All organizations should strive for a **cycle of improvement** – transparent performance, useful learning, better results, more support, and so on. To achieve this, you need to use accurate and timely information at all levels of your work and act on insights from that information. You also need to use it to motivate and influence others to work towards your goals. **Got your evidence and want to take things to the next level? Check out this final course in our impact practice series.**

## Price

This price to join the Social Impact Measurement certificate program is **\$1,999 per participant**.



# INCLUDED IN THE PACKAGE

As part of the program package you can receive:

- ✓ A **comprehensive self-assessment test**, enabling you to gauge impact practice in your organization and identify areas for improvement.
- ✓ Access to a **full day of intensive training and support** available to attend in a selection of locations.
- ✓ Over 10 hours of **high quality video instruction** that can be accessed on-demand from the Social Enterprise Institute online learning platform (accessible for 1 year)
- ✓ Access to a searchable database of **600+ guides, tools and templates** covering each of the 10 building blocks of better impact practice.
- ✓ A customisable **Social Impact Measurement Plan template** that can be completed for your organization or one you are supporting.
- ✓ Optional access\* to **one-hour of coaching**, giving you the opportunity to get all your burning questions answered by a world-leading expert.

\* Available at an optional cost of \$199

# COURSE INSTRUCTOR

This course will be led by **Jonathan Coburn**, founding director of **Social Value Lab**, an international centre for impact practice. Jonathan has worked with social enterprises, purpose-driven businesses and nonprofits for 23 years as a business consultant, evaluator and impact measurement specialist. Over the period his focus has been on finding better ways for organizations to achieve clarity of purpose, better performance, measurable impact and greater influence. He set up Social Value Lab to provide organizations with the actionable tools, know-how and skills they need to transform their culture and impact. He continues to work with frontline enterprises and nonprofits in the UK and Canada, as well as the supporting cast of governments, national and international agencies, foundations and investors.

# FOR MORE INFORMATION

**REGISTER HERE AT THIS LINK**

For further information about the program, [visit this page](#), or contact:

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