



IMPACT PRACTICE

This program provides you with everything you will need to plan, measure, communicate and grow your social impact.

PROGRAM OVERVIEW



The Social Enterprise Institute exists to equip a global movement of entrepreneurs with the inspiration, knowledge and tools they need to deliver social change.





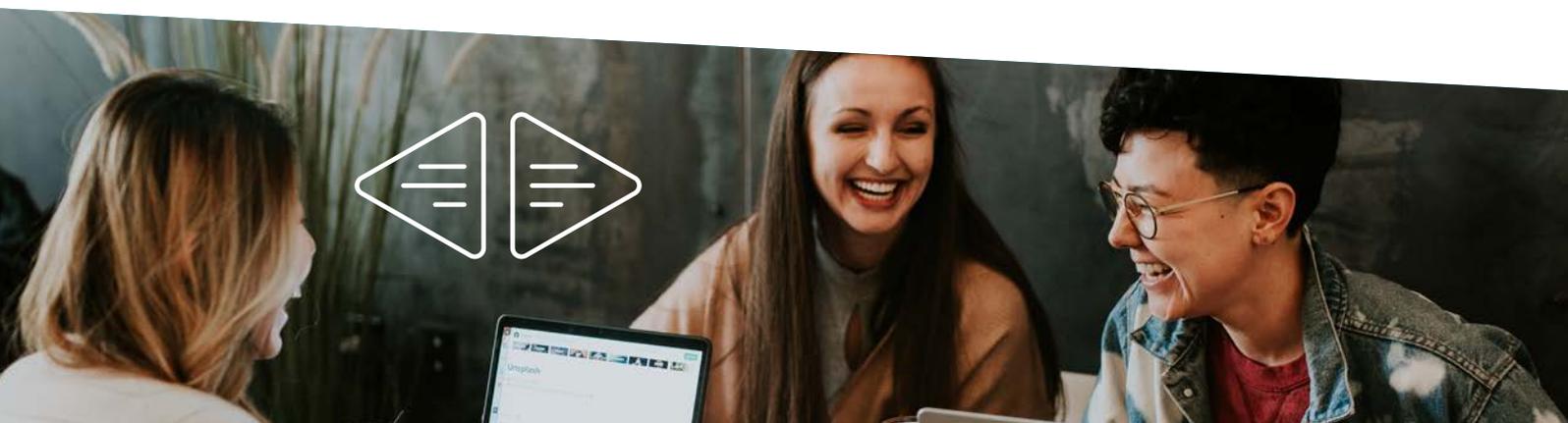
ABOUT OUR PROGRAMS

The **Social Enterprise Institute** provides world-leading learning for social enterprises, purpose-driven businesses, and enterprising nonprofits.

Developed by international experts, each of our programs offer the practical knowledge, tools, and confidence you need to master a topic. You can dive deep into one subject bundle, or take a series of bundles over several subjects that will provide all the foundational knowledge needed to develop a successful social enterprise.

Our interactive, video-based training programs are completed online at the pace, location and time of your choosing. You learn with a global community of social entrepreneurs and coaches, and can ask questions and get feedback at any time.

If you want to develop your skills and build your social enterprise as part of an incredibly supportive online community, our programs are for you.



IMPACT PRACTICE FOR SOCIAL ENTERPRISES

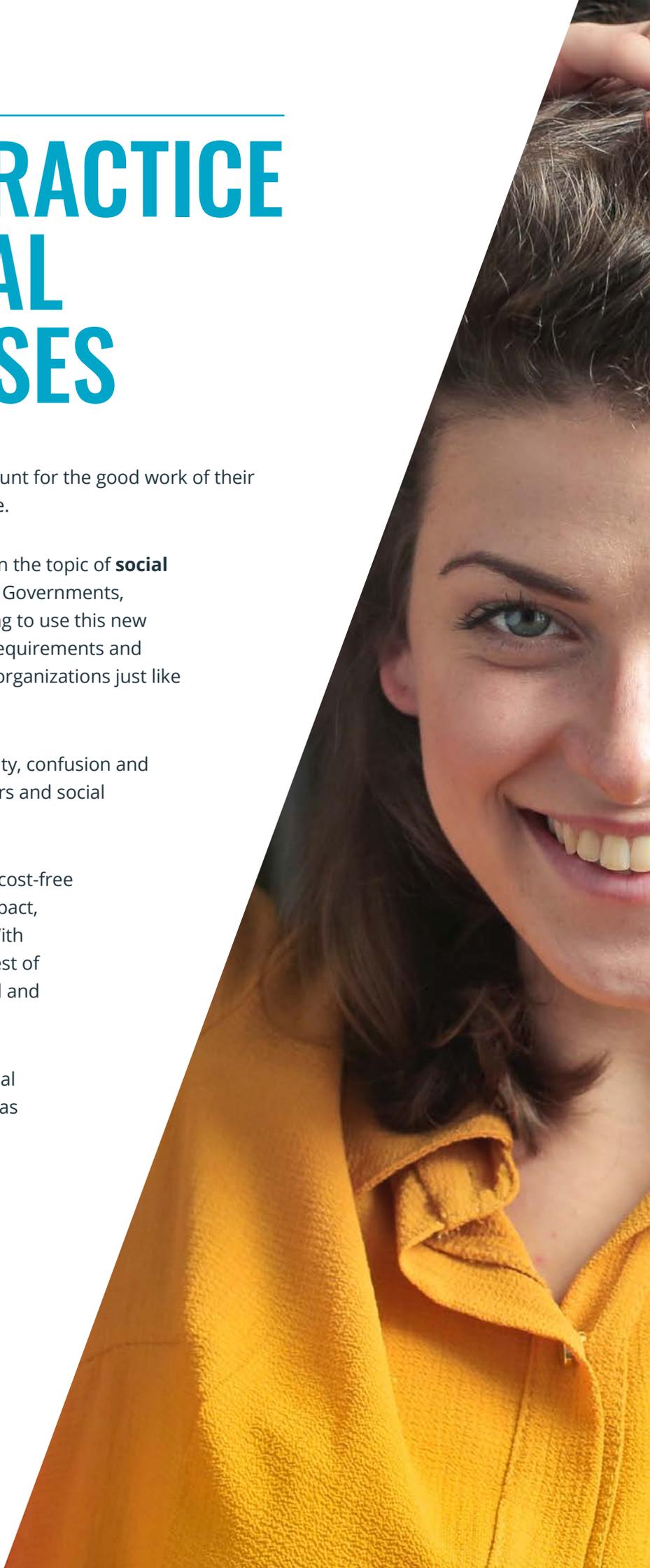
Everyone's looking for better ways to account for the good work of their organization and the difference they make.

There's certainly been a growing interest in the topic of **social impact measurement** over recent years. Governments, foundations and investors are all beginning to use this new language. They're also introducing extra requirements and placing an increasing burden of proof on organizations just like yours.

The reaction has been a mixture of curiosity, confusion and concern on the part of social entrepreneurs and social enterprise managers.

But don't worry. While there is no simple, cost-free solution to the challenge of measuring impact, it really doesn't have to be complicated. With just a little time and effort even the smallest of organizations can produce a full, balanced and compelling account of their work.

Developed in partnership with international pioneers, Social Value Lab, this program has been developed to support better **impact practice**. It covers all of the things that organizations can do to plan, measure, communicate and grow their social impact.





WHAT YOU WILL LEARN

This program brings together in the most comprehensive way yet, the main approaches, templates, tools and tips for better impact practice. It draws on best practice approaches from across the world.

On successful completion of the program you will be able to:

- > 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.
- > Understand the ways in which you are uniquely placed to deliver and measure value – customer, financial, operational, and social value.
- > Plan your intended results by developing a simple, logical framework that enables you to consistently measure the right things in the right ways.

- > Collect credible data that will indicate progress towards your intended outcomes, and help make the case for your work.
- > Communicate the evidence you gather through narrative, numbers, images and stories that are appropriate to your audience.
- > Use the evidence you have gathered to make better decisions, extend your influence, and grow the impact of your organization.

The program provides all the tools you need to show your enterprise delivers well, produces impacts (social, economic and environmental) and creates value for the people you are accountable to.



THE COURSES INCLUDED

Through a series of 10 online courses, the program provides all of the foundations for better impact practice.

1. ESTABLISHING YOUR MISSION

Your organization is on a mission to change society for the better. It all starts here. Find out how to tell others about your cause and why it matters. Learn how to build consensus on the mission that propels your work forward and defines its success.

2. DEFINING YOUR BUSINESS MODEL

All successful social enterprises find the sweet spot between mission and money. Learn about the different business approaches that can be used to deliver your mission and how to design a business model that will maximise impact.

3. IDENTIFYING YOUR VALUE PROPOSITION

Social enterprises are complicated organizations. They create value in many ways. Find out about value propositions, and how you can use them to describe the things that make your work distinctive, successful and uniquely valuable to others.

4. DEVELOPING A RESULTS FRAMEWORK

Making a positive change in the world isn't easy. It takes careful planning. Find out how to explain your theory of change, and how to use it to manage the relationship between your strategies, your performance, and the results you bring about.

5. USING PERFORMANCE MEASURES

Not everything that counts can be counted, and not everything that can be counted counts. Discover out how to find, use and apply performance measures to show that you are making progress and achieving the impact you hoped for.

6. COLLECTING USEFUL INFORMATION

The facts are always friendly, so let good evidence guide your way. Find out how to decide what information you should be collecting and the methods that you can use. Learn about our 10 tips for better data collection and a simpler life.

7. GAUGING PERFORMANCE AND IMPACT

Using data can be overwhelming, but you don't have to drown in a sea of numbers. Find out how to assemble and analyze data quickly and in a way that stands up to scrutiny. Learn how to use data to make smarter and more impactful decisions.

8. REPORTING ON RESULTS

You no longer have to get weighed down by the same dull reports. Find out how to produce a full, balanced and persuasive account of your work. Learn how to use narrative, numbers, images and stories to good effect.

9. COMMUNICATING WITH IMPACT

Don't keep your story a secret; shout it from the rooftops. Find out to use tried and tested communication methods to share your evidence, strengthen your message and mobilise an army of supporters behind your cause.

10. USING EVIDENCE TO GROW IMPACT

Got your message out there but want to take things to the next level? Find out how to use evidence to drive a cycle of improvement – transparent performance, useful learning, better results, more support, and it goes on.

These courses can be taken sequentially, with each building on the last, or you can take them as and when you require knowledge on a particular topic.

WHAT YOU GET

The Impact Practice Program is available on-demand, in bite-sized chunks and in a form that's just right for busy founders, managers, and staff.

From the program you can:

- ✓ Get the full **e-learning bundle**, which includes unlimited access to all **10 online courses**, together with exclusive downloadable **templates and worksheets**, plus an array of relevant **examples, reading** and further **resources**.
- ✓ Deepen your learning experience through an **intensive, group-based training day** where you will learn among a supportive group of peers, and then gain **certification** on successful completion of the online courses and submission of an applied program assignment.
- ✓ Take the opportunity for a more personalized program (Premium Program only), including **monthly check-ins**, access to **group coaching** every two weeks by way of video calls, together with up to 10 **one-on-one coaching sessions** to help work through all of your marketing challenges.





PROGRAM OPTIONS AND FEATURES

Choose the program option that works for you.



E-LEARNING BUNDLE

- ✓ Introductory program video
- ✓ Package of 10 on-demand e-learning courses
- ✓ Downloadable templates and worksheets
- ✓ Recommended reading and resources
- ✓ Initial check-in call with the program leader



ACCELERATED CERTIFICATE

- ✓ Introductory program video
- ✓ Package of 10 on-demand e-learning courses
- ✓ Downloadable templates and worksheets
- ✓ Recommended reading and resources
- ✓ Initial check-in call with the program leader
- + Ongoing monthly contact with the program leader
- + Exclusive course materials and resources
- + Program assignment and assessment
- + Certificate on successful completion



PREMIUM PROGRAM

- ✓ Introductory program video
- ✓ Package of 10 on-demand e-learning courses
- ✓ Downloadable templates and worksheets
- ✓ Recommended reading and resources
- ✓ Initial check-in call with the program leader
- + Ongoing monthly contact with the program leader
- + Exclusive course materials and resources
- + Program assignment and assessment
- + Certificate on successful completion
- + Regular motivational emails, tips and videos
- + Access to additional online masterclasses
- + Fortnightly peer group coaching via video calls
- + Up to 10 one-to-one expert coaching sessions

WHO THE PROGRAM IS FOR

Our impact practice program is designed especially for social enterprises, mission-led businesses, and nonprofits, as well as the institutions that support them.

Looking for better ways to tell others about the social and environmental good that you do? Heard about social impact measurement but don't know where to start? Can't decide on what approach to adopt or which tools to use? Look no further, this is the program for you.

If you belong to one of the following groups, this program will likely be the perfect fit.



FOUNDERS AND LEADERS

Perhaps you're starting or building your social enterprise but don't yet have someone in place to deal with impact measurement and reporting. You can quickly learn the foundations of impact practice or take courses just when you need them. With affordable coaching you can get all your questions answered.



PROJECT MANAGERS AND EVALUATORS

Maybe you've been given some responsibility for monitoring, evaluating and reporting. Not sure if you're doing the right things? Don't worry, through our e-learning you will quickly build your skills and confidence. You can also take our full certificate to deepen your knowledge and validate your skills, or work with an expert coach to improve your practice.



FUNDERS AND ADVISORS

Are you a government official, investor, funder or advisor supporting nonprofits or social enterprises? If so, this program will help you to introduce and support impact reporting in a way that is appropriate and proportionate. Further customized training, consulting and support services are also available on request from the Social Enterprise Institute.



BE HAPPY :)

ABOUT THE SOCIAL ENTERPRISE INSTITUTE

The **Social Enterprise Institute** is the world's school for social enterprise. We're on a bold mission to equip 1,000,000 changemakers with the inspiration, knowledge, and connections they need to achieve a lasting social change. We bring together a diverse global team of social entrepreneurs, educators, developers, content specialists and coaches.



WHERE CAN I FIND OUT MORE?

Committed to making a change in the world?
Talk to us or register your interest today.

CONTACT US:

ASK A QUESTION

hello@socialenterpriseinstitute.co

REGISTER TODAY

www.socialenterpriseinstitute.co



The Social Enterprise Institute is the world's school for social enterprise. We bring all the knowledge and tools you will need to start, manage, and grow an amazing social enterprise... plus a supportive global community of peers, instructors, and coaches.

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