

Social Enterprise Training

Workshop 1 - FOCUS



Monaghan LEADER Training Initiative

Facilitated by
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Monaghan Integrated
Development



Monaghan Local Action Group



LEADER 2015-2020 Programme



The European Agricultural Fund
for Rural Development:
Europe investing in rural areas



AGENDA

- <https://www.buildfutureskills.com/partners/cramdentech/monaghan-leader-social-enterprise-training-resources/>
- <http://bit.ly/2zCGlAd>
- The Business Plan template
- Getting Started – The Business Case
- Getting Started – The Social Impact
- Obtaining Community Support

Business Plan Template

- How the Plan is formatted
- Approach to completing the plan
- Facilitator support



Getting Started

- Identifying the Needs or Problems in your Community that you wish to address. What is your value proposition?
- What problem are you solving?
- Why is your solution the best option to existing alternatives?
- Why will customers pay for this solution?

Getting Started – The Business Case

- Why does it make economic sense to pursue your solution? For whom does this solution make sense?
- What evidence can you provide to back up this case?
- <https://maps.pobal.ie/> Geoprofiling Reports or CSO a good starting point

Getting Started – The Social Impact

- Can you clearly articulate the outcomes and impact that your social enterprise initiative will achieve?
- What evidence can you provide to suggest that your outcomes and impact are meaningful?

Measuring Impact

From the perspective of:

- Funders
- Regulatory Authorities
- Donors
- Board Members
- Employees
- Service Users

Terminology – Outcomes and Impact

Inputs: *Resources you put in*

Outputs: *Services you deliver or facilities you offer*

Outcomes: *Changes that result from your work. The 'difference' your work makes. Show you that your aims have been met*

Impact: *Long-term changes resulting from your work*

Impact Monitoring

1. How does an organisation monitor impact? - Process
2. What to do to get Staff and Board buy-in? - Motivation
3. How to articulate meaningful outcomes? – Communicating results
4. How to gather impact evidence? – The paper trail

Impact Monitoring – Gathering Evidence

- Decide what outcomes are important to your organisation and individually funded projects – relate outcomes to your aims
- Decide what type of changes would indicate that outcomes had been met and how long it would take these changes to occur
- Outcomes may relate to identifiable changes, maintaining the status quo or preventing problems
- Outcomes may relate to communities, individual beneficiaries or beneficiary organisations

Impact Monitoring – Gathering Evidence

- Use a system to capture and collate the information you need e.g. keep records, use questionnaires, record observations, hold interviews.
- Present outcome results in an easy to read report! e.g. Annual Report

Impact Monitoring – Gathering Evidence

- In your social enterprise, what are the two most important outcomes you are trying to achieve?
- What indicators would show whether or not you had achieved these outcomes?
- What information do you already collect/have available about each indicator?

Example:

Outcome: reduction in youth crime. **Indicator:** number of young people before courts or probation services

Key Communication Tools

How does your organisation communicate using:

- Logo, Documents Templates
- Photos, video
- Social media comments and posts
- Marketing materials and website
- Annual reports
- Flyers and exhibition stands
- Office layout and spaces
- Staff and volunteers!

Building Community Support – The Brand

Building Community Support revolves around good Communication!

- Communication is more likely to be effective if the source is perceived to have expertise or is likeable
- The communication process starts with a clear concept of the organisation's identity (brand) and giving people a reason to believe in you!
- Organisations must consider not alone how people are to be reached but how people can reach the organisation
- Employees, directors and volunteers must be aligned around the organisation's identity (brand)

Developing an Elevator Pitch

Communicate your Brand and build support through a well crafted elevator pitch!

Example: RNIB

Every day 100 people start to lose their sight. We need your support to help rebuild lives devastated by sight loss. (less than 140 characters!)

= (NEED) (SOLUTION) (NOW)



Next Steps

- Before our next workshop, please download a copy of the Business Plan template and complete:
 - The contact details on the cover
 - The opening paragraphs of 2.1 Introduction: current position of company, number of board members, volunteers and staff, key services delivered, who the beneficiaries are (market segments served)
 - Short profile (paragraph) for each board/committee member in appendix 1