

# BUILDING FOR SUSTAINABILITY

‘Building for Sustainability’ is a unique, innovative programme that will support a group of learners to gain knowledge and skills in areas related to running and sustaining their social enterprise.



**Selnet and the Scottish Social Enterprise Academy are working in partnership to deliver a unique, intensive new programme that will enhance the leadership skills across Lancashire and the North West.**

This subsidised one-year programme will utilise different learning techniques including Business Coaching and 10 learning days throughout 2019, covering a range of skills and knowledge areas.

The learning will focus on developing understanding in key technical knowledge areas designed to enable you to develop and grow your organisation. It will explore the passion, mind-set, beliefs, assumptions and leadership skills required to grow and develop your organisation in an enterprising way.

We are looking for a cohort of learners who are leading organisations that are at a similar stage. Learners will be keen to develop their skills to enable them to lead their organisations’ future success. Prospective learners who meet the given criteria are invited to apply for a place on the programme (the deadline for applications is 11<sup>th</sup> February 2019).

# PROGRAMME OUTLINE

## MODULE 1: ENTERPRISING FUTURE

- Meet your group and establish desired outcomes for the programme
- Explore the passion, mind-set, beliefs, assumptions and leadership skills required to grow and develop your organisation in an enterprising way
- Understand and assess your income streams, assets opportunities and challenges
- Gain insight into the potential of your enterprising approach and how it can support the social impact that drives your organisation
- Establish your personal learning plan for the programme.

## MODULE 2: BUILDING THE FUTURE

- Explore the distinction between your strategic and operational plans and how they support you to build a more (enterprising/sustainable) future
- Deepen your understanding of how you can use growth tools and entrepreneurial models to build a more sustainable future. Evaluate customers, service users and stakeholders and clarify your relationship
- Review current plans and begin to scope short and long-term ambitions, strengths and areas for development.

## MODULE 3: INFLUENCING FOR THE FUTURE

- Understand the role of marketing and business development in raising the profile of your organisation and meeting your strategic plans
- Understand the roles of staff, your Board and colleagues in shaping and delivering strategic priorities
- Explore tools and techniques in managing new and enterprising projects.

## MODULE 4: CONNECTING FOR THE FUTURE

- Gain a greater understanding of what is meant by social finance and investment its benefits and relevance to your organisation
- Build your confidence in exploring new and socially driven financial products
- Deepen your partnership working, stakeholder engagement and networks.

## MODULE 5: SHOWING IMPACT FOR THE FUTURE

- Explore different measurement models and tools to demonstrate impact
- Understand how to articulate impact through reporting
- Explore creative ways to communicate your impact to beneficiaries and stakeholders to help build a sustainable future
- Identify successes to date, next steps and how you will support each other.

## LEARNERS ON THE PROGRAMME WILL:

- Create a supportive peer network to collaborative with during and following the programme;
- Develop tangible skills to support the sustainability and growth of your organisation;
- Gain a greater understanding of the key skills, tools and topics required to reduce your reliance on grant funding and increase your impact;
- Explore and create a plan of how you might enhance your sustainability and share your learning with your colleagues and teams;
- Have the opportunity to gain an ILM qualification.

## WHO IS THIS PROGRAMME FOR?

This programme is aimed at senior leaders in organisations that have been established for at least 3 years and would like to explore taking the organisation to the next level, enabling it to be more sustainable.

## WHEN IS THE PROGRAMME?

- Module 1: 13th & 14th March 2019
- Module 2: 15th & 16th May 2019
- Module 3: 10th & 11th July 2019
- Module 4: 11th & 12th Sept 2019
- Module 5: 12th & 13th Nov 2019

## COACHING SESSIONS

### 4 sessions for each learner

Throughout the programme you will have access to an accredited coach or a social entrepreneur mentor. They will support you to work through individual and organisation-specific challenges and build on your own leadership capacity.

This is an opportunity for you to have a confidential and safe environment to test ideas, work through issues and develop your individual plans and goals for your enterprise.

## QUALIFICATION

Through this programme you can gain the ILM Award in Understanding Social Enterprise. This qualification is accredited at ILM Level 5 and equivalent to SCQF 9 / NQF 6.

The qualification requires learners to compare two social enterprises and complete an assessment of between 1500 and 2500 words.

## COST PER CANDIDATE: £180

Thanks to support from players of the People's Postcode Lottery, the fee for this programme has been highly subsidised.

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# CRITERIA FOR APPLICANTS

**Before completing your application PLEASE READ THE CRITERIA CAREFULLY.**

The Social Enterprise Academy and Selnet invite you to apply to participate in the programme if:

- ✓ Your organisation has been in the market place for a minimum of 3 years (and is not just starting up);
- ✓ You have some experience in leading an organisation and you are familiar with issues such as strategic business planning, management and finance;
- ✓ Your organisation is in reasonable shape (does not face major financial issues), but is quite heavily dependent on grants and donations;
- ✓ You are looking to diversify how your organisation generates income;
- ✓ You would like to look beyond operational or resource issues and engage with or enhance external partnerships and working with a range of stakeholders;
- ✓ You have a vision for your organisation to be more successful and sustainable;
- ✓ You have the desire to be collaborative and learn from other leaders;
- ✓ You understand that this programme is more than a personal development programme and is about building future leaders that can help to shape their organisation to enable it to have greater social impact.



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## HOW TO APPLY

Please complete the online application form **before 11th February 2019** to apply for your place on the Building for Sustainability programme, starting March 2019.

Applications will be reviewed by the Academy and Selnet to ensure the criteria are met by each candidate. In the event of oversubscription candidates will be offered places on the course on the basis of the responses given on the application form.

[CLICK HERE TO APPLY ONLINE](#)

### Programme Funding

Thanks to support from players of the People's Postcode Lottery, the fee for this programme has been highly subsidised and costs £180 per successful candidate.

Please refer to the Terms and Conditions when submitting your application.

### Contact Us

If you have any questions, please contact us:

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# PROGRAMME PARTNERS

*The 'Building for Sustainability' programme is delivered in partnership by the Social Enterprise Academy and Selnet and funded by the Postcode Innovation Trust:*

## THE SOCIAL ENTERPRISE ACADEMY

**The Social Enterprise Academy** (SEA) is Scotland's leading learning and development organisation supporting social change. They support people to develop themselves, their teams and their organisations to become more sustainable and have greater social impact.

The Academy's programmes focus on leadership, enterprise, personal development and social impact measurement, and are responsive to the needs of each learner. The Academy works in partnership with networks, intermediaries and member organisations.

## SELNET LTD

**Selnet, the Social Enterprise Network for Lancashire**, is the lead body representing social enterprise in the Lancashire sub-region. Selnet is a member organisation and social enterprise itself, run by its members to meet their needs.

Selnet represents Lancashire's social business interests at national, regional and local levels through its wide network of stakeholders and partners. As the leading voice of the sector, Selnet enables Lancashire social enterprises to access support and resources to aid business development and growth.

**The Building for Sustainability programme will be delivered by the Social Enterprise Academy's learning facilitators in partnership with Selnet.**

## POSTCODE INNOVATION TRUST

Postcode Innovation Trust is a grant-giving body funded entirely by players of People's Postcode Lottery. It supports charities who wish to deliver innovative, impactful and engaging projects across Great Britain. Postcode Innovation Trust also provides support and funding to charitable organisations who support the progression of their aims.

The **Building for Sustainability** programme is a part of the Social Enterprise Support Programme from the Postcode Innovation Trust. The programme supports social entrepreneurs to innovate and develop solutions to the challenges that face society - breaking down barriers and helping them to increase revenues and achieve social impact.

To meet these goals, the programme involves a number of partners within the wider social enterprise ecosystem delivering programmes including; enterprise training, capacity support, accelerators, incubators, mentoring and peer support.

