

# Growing

your social enterprise

A business development programme for chief executives, senior managers or directors of **social enterprises with growth potential.**

**TWO DAY RESIDENTIAL**  
**29-30 SEPTEMBER 2009**  
WOODLAND GRANGE  
TRAINING & CONFERENCE  
CENTRE, LEAMINGTON SPA



FUNDED

# Join us for the first Summer School for West Midlands based social enterprises.

**Social Enterprise West Midlands** has organised a two day programme for established social enterprises that are preparing for the next stage of business growth and development.

**Growing your Social Enterprise** is a high level programme for business leaders, senior managers or directors, and aims to equip participants with the practical knowledge and tools to develop and take forward sustainable business growth.

## Stimulating learning experience...

To ensure maximum impact we're running it as a two day residential and have invited a number of guest speakers, including social entrepreneurs leading large scale and successful social enterprises across the country, to share their stories and experiences.

The residential will utilise a wide range of delivery methods including master classes, specialist practitioner inputs, action learning sets, mentoring and business exchanges.

Importantly, participants will have structured thinking space away from the day to day operational demands of running their social enterprise to reflect, assess and plan to achieve their business goals.



## Four nutrients for growth...

The programme is structured around four key themes all geared to meet the needs and values of social enterprises:

### ● **MARKETING**

A review of market development, including market analysis, research, opportunities and threats and how to capitalise on your potential using effective PR and marketing techniques.

- Branding and identity
- Market development
- Effective promotion using new-emerging media

### ● **STRATEGIES FOR GROWTH**

As the inevitable consequence of success, organisations grow and must assess and evaluate which strategies are appropriate for sustainable growth and develop the internal capabilities required for successful implementation.

- Business diversification
- Acquisitions and mergers
- Franchising and replication
- Partnerships and joint ventures

### ● **FINANCING GROWTH**

Understanding how to attract the right type of investment to take forward your business plan whilst managing risk and expectations.

- Investment readiness
- Sustainable growth through capital assets
- Investment options for social enterprise
- Measuring Social Return on Investment

### ● **LEADING CHANGE**

Approaches to leading change and understanding the challenges associated with growth and restructuring.

- Leadership and management
- Change management
- Emotional intelligence
- Goal setting



## Joining you will be...

### Guest speakers...

- **Vivian Woodell**, Chief Executive, The Phone Co-op, Winner Best Social Enterprise 2008, Enterprising Solutions Awards
- **Stan Crawford**, Managing Director, Sherwood Energy Village – Winner of Enterprising Britain 2008.
- **Kim Stoddart**, Managing Director, Blue Rocket Group – ethical media relations agency
- **Lucy Findlay**, Chief Executive, RISE – Social Enterprise Mark
- **Will Nixon**, Chief Executive, PM Training – Stoke-on-Trent based training provider, now part of Aspire Housing Group.
- Other contributors, including Flagship Social Enterprises and some of the Summer School delegates themselves, who have specialist knowledge to share.

### Facilitators...

Participants will have access to a team of experienced facilitators that will help guide and consolidate learning:

- **Professor Kiran Trehan**, Lancaster University
- **Liz Watkins-Young**, Rubus Services
- **Sarah Crawley**, iSE
- **Dr Joan Lockyer**, Institute of Applied Entrepreneurship, Coventry University



## Reap the benefits...

The residential presents a unique opportunity to bring together some of the most successful social enterprises from across the West Midlands, offering a rich learning environment for everyone involved.

### The benefits for you...

- Develop new perspectives and fresh ideas
- Challenge your thinking
- Take inspiration from achievements of others
- The time and space to learn from peers
- Access to practitioners outside of the region
- Opportunities to continue developing through peer mentoring
- Re-energise you to take forward your team and business
- Recognition that personal/leadership development is closely aligned to business development.

### The benefits for your business...

- Assessment of real growth potential
- The knowledge and contacts to strengthen your business model
- Collaborative working and inter-trading opportunities
- More practical knowledge
- Plan of action to take forward.

In order to maximise impact of the programme, a half day follow up session for all participants will take place one month after the residential.



# trading knowhow



**Trading Knowhow** is a new project from Social Enterprise West Midlands. Over a two year period we aim to capture and disseminate good practice from the West Midlands to underpin the promotion and development of social enterprise.

**Social Enterprise West Midlands** exists to promote and foster a strong, visible, growing and sustainable social enterprise sector in the West Midlands. We provide central access to information, intelligence, resources, contacts, and sources of support for anyone interested in developing or working with social enterprises. Operating as a regional network, membership is free and offers a wide range of benefits. For more information visit [www.socialenterprisewm.org.uk](http://www.socialenterprisewm.org.uk).

## Is this for you?

The Summer School is specifically designed for business leaders, senior managers or directors of social enterprises based in the West Midlands, trading for at least two years. Businesses must be legally incorporated.

## When and where

**Tuesday 29 and Wednesday 30 September 2009**  
(overnight stay on 29<sup>th</sup>)

**Woodland Grange Conference & Training Centre, Leamington Spa:** The venue is set within seven acres of beautifully manicured grounds and surrounded by rolling Warwickshire countryside. We have selected Woodland Grange for its exceptional learning and residential facilities, catering and customer service. View a video tour of the venue: [www.wgrange.com/conference/video.aspx](http://www.wgrange.com/conference/video.aspx)

### Why two days?

It may seem like a long time to be away from the office, but two days with your peers, networking and working through real issues and potential opportunities is a real investment for you and your social enterprise.

## Cost?

The Summer School is being delivered under SEWM's Trading Know-How project which is funded by Capacitybuilders to facilitate knowledge exchange in social enterprise development. Consequently, SEWM is able to offer places at a **subsidised cost of £200 per participant**, which includes:

- ✓ Individual business reviews
- ✓ Master classes
- ✓ Guest presentations
- ✓ Delegate pack
- ✓ Learning materials and resources
- ✓ Refreshments and lunch on both days
- ✓ Summer School evening dinner and speaker
- ✓ Bed and breakfast at Woodland Grange for the night of 29 September
- ✓ Use of the business centre and leisure facilities at Woodland Grange
- ✓ Half day follow up session one month after the Summer School

## Bookings

To reserve your place, please complete the booking form and return to SEWM **by 31 July 2009**. The form is available to download at: [www.socialenterprisewm.org.uk/news-events/summerschool/default.aspx](http://www.socialenterprisewm.org.uk/news-events/summerschool/default.aspx)

In order to offer participants a high quality learning experience, a maximum of 40 places is available (2 per enterprise). Prior to attending the Summer School all participants will be required to complete a business self-assessment.

## More information

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