



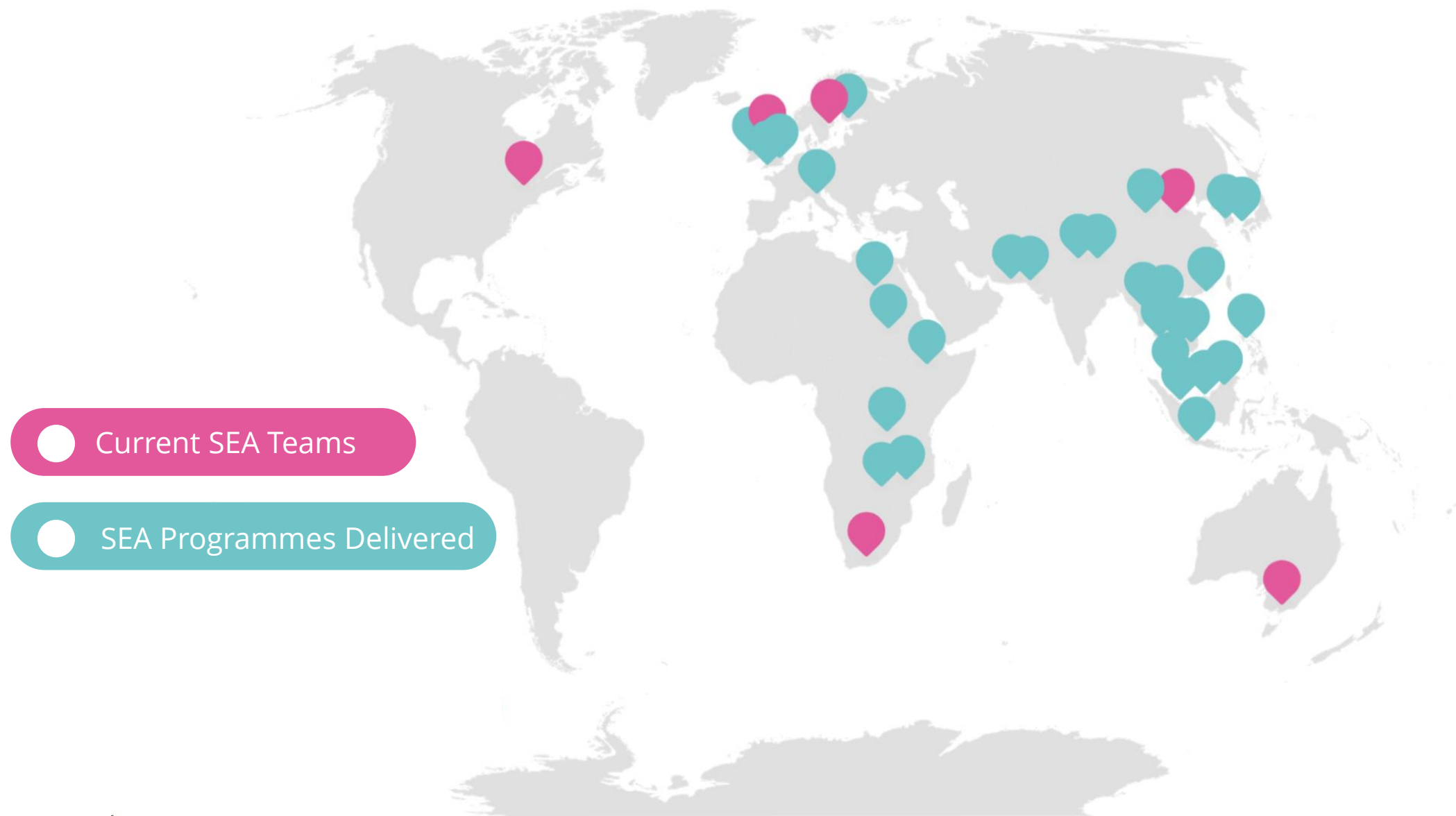
**SOCIAL
ENTERPRISE
ACADEMY**
One becomes many

COIL4PURPOSE

Social Enterprise Academy



LEARNING TO CHANGE THE WORLD



SOCIAL ENTERPRISE DEVELOPMENT PROGRAMME

Partnership with ASEAN Foundation



40 learners
participated in the
programme



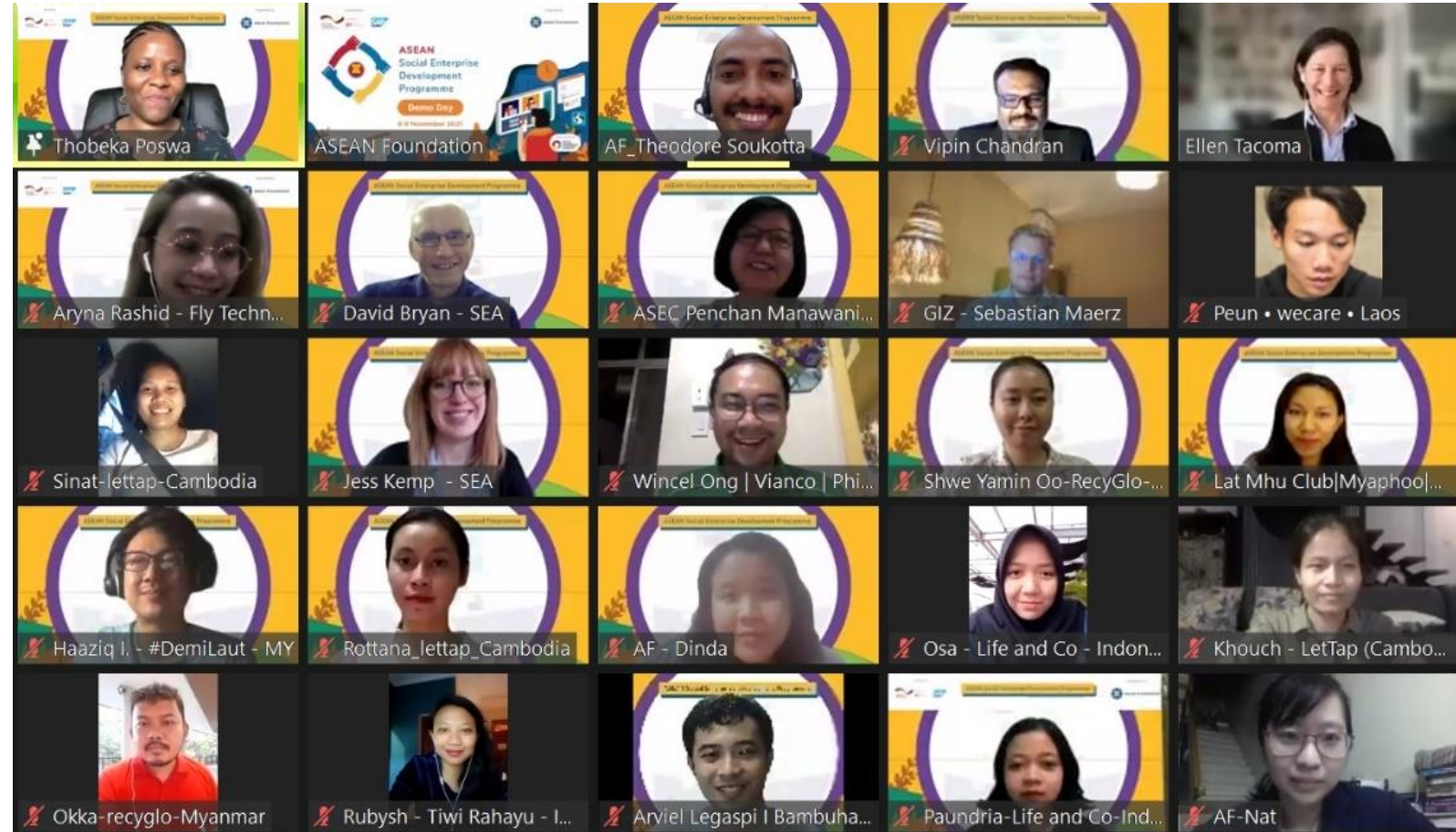
Over **3 months** of virtual
sessions with a concluding
pitching session to a board



20 social enterprises
from across South
East Asia

17 LIVE SESSIONS

Complemented by asynchronous learning, coaching, mentoring and pitching support



Supported by:


 Implemented by:
giz


SEDP PHASE 1 OVERVIEW

Organised by:



ASEAN FOUNDATION



TOPIC 1		TOPIC 2		TOPIC 3		TOPIC 4		ONGOING
Introducing Social Enterprise in the International Context		Exploring Growth Mindset and Iterating on Design Thinking		Social Business Model Canvas: <i>What do you do and Who do you do it for?</i>		Social Business Model Canvas: <i>Revenue Modelling, Social Impact and Partner / Stakeholder Mapping</i>		Coaching and Mentoring
05 August: 6pm-8:30pm GMT + 7	06 August: 7pm-9pm GMT + 7	12 August: 6pm-8pm GMT + 7	13 August: 6pm-8:30pm GMT + 7	19 August: 6pm-8:30pm GMT + 7	20 August: 7pm-9pm GMT + 7	26 August: 6pm-8:30pm GMT + 7	27 August: 6pm-8pm GMT + 7	
<ul style="list-style-type: none"> Define the values and purpose of a social enterprise to better understand where it sits in an international context Hear from an International Social Entrepreneur Guest Speaker and their successes and challenges 		<ul style="list-style-type: none"> Understanding the Enterprising Mindset and what this means in the social enterprise context Enhance your understanding of Fixed vs Growth mindset, and what it really means to be enterprising 		<ul style="list-style-type: none"> The SBMC will be a key tool which will support you to develop your social enterprise Hear from an International Social Entrepreneur Guest Speaker and their Business Planning processes 		<ul style="list-style-type: none"> On day two of SBMC mapping, you will look at your social enterprise from a finance and impact perspective. 		Separate to the learning programme, you will be offered the opportunity to connect with key Mentors and Business Coaches throughout phases 1 and 2 of the programme
<ul style="list-style-type: none"> Discuss real life, international examples of social enterprise to deepen understanding around the realities of setting up and running a social enterprise in support of the SDGs 		<ul style="list-style-type: none"> Redefine challenges and innovate around new solutions for your business model 		<ul style="list-style-type: none"> The SBMC process will begin by supporting you to answer the question – What do you do? <ul style="list-style-type: none"> - Value Proposition - Key Activities - Resources 		<ul style="list-style-type: none"> At what cost? <ul style="list-style-type: none"> - Revenue model - Income Streams - Cost structuring - Social Impact measurement 		
<ul style="list-style-type: none"> Connect as peers – get to get to know each other as social entrepreneur practitioners 		<ul style="list-style-type: none"> Work through the 5 stages of design thinking: <ol style="list-style-type: none"> 1. Empathise 2. Define 3. Ideate 4. Prototype 		<ul style="list-style-type: none"> We will then assess: Who do you do it for? <ul style="list-style-type: none"> - Customer Segments - Customer Relationships - Customer Channels 		<ul style="list-style-type: none"> Partner and Stakeholder Mapping: <ul style="list-style-type: none"> - Understanding how your organisation interacts, influences and impacts others 		

TOPIC 1		TOPIC 2		TOPIC 3		TOPIC 4		ONGOING
Rethinking Income Streams		Action Learning Sets: Understanding		Action Learning Sets: Practice		PATH Process		Coaching and Mentoring
30 September: 7pm-9pm GMT + 7	01 October: 7pm-9:30pm GMT + 7	07 October: 6pm-8:30pm GMT + 7	08 October: 6pm-8pm GMT + 7	14 October: 6pm-8:30pm GMT + 7	15 October: 6pm-8pm GMT + 7	21 October: 6pm-8:30pm GMT + 7	22 October: 6pm-8pm GMT + 7	
<ul style="list-style-type: none"> Explore financial sustainability models, including sales and fundraising strategies, plus exploring key partnerships for Investment Hear from an International Social Entrepreneur Guest Speaker and their financial sustainability journey 		<ul style="list-style-type: none"> Action Learning is an iterative development process supporting small groups to tackle challenges, and reflect and review 		<ul style="list-style-type: none"> Having understood the process in detail, you will have the opportunity to practice Action Learning Sets in a safe, peer-focused environment. Hear from an International Social Entrepreneur Guest Speaker and their expertise in reflective practice and peer support. 		<ul style="list-style-type: none"> The PATH (Planning Alternative Tomorrows with Hope) Process is a key tool to plot the early developments of a social enterprise. It will clearly link to the business plan and pitch, as well as building on the SBMC from Phase 1 		Separate to the learning programme, you will be offered the opportunity to connect with key Mentors and Business Coaches throughout phases 1 and 2 of the programme
<ul style="list-style-type: none"> Evaluate your assets and their fit with the needs of customers and beneficiaries 		<ul style="list-style-type: none"> Action Learning Sets are a valuable and practical tool to help learners find new solutions, support and ideas specific to a given situation 		<ul style="list-style-type: none"> Every social enterprise represented will have the opportunity to be an issue holder as well as host an Action Learning Set. 		<ul style="list-style-type: none"> Develop clarity on long-term goals through visioning 'the dream' for your social enterprise, and identify short-term actions in support of this vision. 		
<ul style="list-style-type: none"> Examine different Growth Tools such as the Profit Purpose Matrix and Customer Mapping, and how they might be applied to your evolving business model 		<ul style="list-style-type: none"> Action Learning builds a structured 'high safety, high challenge' framework that encourages openness and effective practitioner-led, peer learning 		<ul style="list-style-type: none"> Develop an Action Plan in terms of how you as a peer group might use Action Learning Sets (and other tools) to support each other going forward 		<ul style="list-style-type: none"> Prepare for your Pitch by sharing your final PATH Process with your peers 		

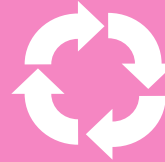
APPROACH TO ONLINE LEARNING



In a safe supportive
environment



With and from
peers



Experiential
learning



Responsive and
connected to context
and practice



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One becomes many

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