



Social Enterprise Academy

Developing Leaders for Sustainable Communities

Developing Your Social Enterprise

Everything you need to know to develop a winning social enterprise



Is this module right for me?

Do you have an idea for a social enterprise? Maybe you are already working for one but you have a great idea for a new trading arm for your organisation? If so, DYSE will provide an ideal test of these ideas. In a highly participative environment you will be able to assess your ideas and their sustainability while learning a range of marketing and other ideas to help you turn your idea into a reality.

You will:

- Explore different approaches and ways to carry out market research to assess the need for, and benefits of, your product or service;
- Develop your capacity to adapt and develop your plans using our valuable business planning process;
- Reflect on your own skills and confidence in project management and plan for your development as an enterprising manager;
- Use your peers and the highly experienced tutor as a sounding board for your ideas.

Who is it for?

This two day session is for anyone interested in developing a new social business idea whether this is a start up social enterprise, a trading arm, or a new product or service.

Module content and duration

DYSE can be completed as a stand-alone module or it can be combined with other modules to form our Starting your Social Enterprise and Leadership for Social Enterprise programmes. The learning will be participative giving you the chance to network and share your experiences with like-minded people:

- Days 1/2 - Developing your Social Business.

What is the ILM?



This module can be combined to form a tailored programme accredited by the Institute of Leadership and Management. The ILM is a professional body with a worldwide network of over 2,000 accredited centres providing flexible and practical management development programmes which are quality assured to ILM's standards.

“The focus on how to learn to deal with problems ourselves instead of being told what to do is very empowering.”



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