



## **Social Enterprise in Moray Training Programme 2006 - 2007**

The Rural Environmental Action Project (REAP) in partnership with Highlands & Island Enterprise Moray (HIE Moray) and the Social Enterprise Academy is offering an exciting training programme to new and existing social entrepreneurs in the Moray area.

The modular programme will provide a stimulating and relevant learning experience to develop your leadership and business knowledge and skills and assist you create or build a sustainable social enterprise.

The flexible programme will lead to an Institute of Leadership and Management (ILM) Endorsed Award. The award depends upon which pathway you choose to take through the modules and would be either "Starting Your Social Business" or "Leadership for Social Enterprise".

### **How does it work?**

Each programme starts with an induction session. As part of the induction you will finalise the modules you will choose as a pathway towards your chosen Award.

You can select a combination of modules to meet your programme requirements, your specific needs and your own interests. The leadership, social business and option modules will be led by various members of our associate tutor team giving you a variety of input and insight.

Both programmes are completed with a separate assessment day. Modules available include:

### ***The Leadership Role***

***Using your emotional intelligence as a leader***

***Setting & communicating direction***

***Winning & maintaining commitment***

***Developing your product***

***Delivering your product***

***Measuring your impact***

***Coaching Skills for Managers & Leaders***

## Programme Requirements

### ***Award in Leadership for Social Enterprise***

For this programme you are required to complete:

- 3 x 2 day leadership modules
- 3 x 2 day option module (select from any of the modules available)
  - 1 x 1 day assessment module

In addition you will be required to:

- participate in action learning sets
- complete reflective logs and plans
- work through the programme manual
- prepare and make 10 minute presentation

### ***Award in Starting Your Social Business***

For this programme you are required to complete:

- 2 x 2 day business planning modules
- 2 x 2 day option module (select from any of the modules available)
  - 1 x 1 day assessment module

In addition you will be required to:

- complete a business plan
- present you business plan

## Modules available

### ***Induction Session***

Each participant will have an initial induction session, provided by REAP, when they join the programme. This will provide an introduction to the programme, a self assessment based on learning styles, tips for effective learning and an assessment of learning needs which forms a personal development plan.

### ***Leadership Modules***

These modules will all follow a similar format where there will be a specific theme in the morning followed by action learning sets in the afternoon giving you a chance to explore the issues that are challenging you in your work role.

#### *The Leadership Role*

*24 and 25<sup>th</sup> January 2007*

This 2 day module will give you an opportunity to assess your own and others leadership styles, think more creatively and get more comfortable with risk taking and enterprise. The first day will look at different leadership styles and assess where your strengths and weaknesses lie. You will also start to look at how creative thinking can help you in developing your enterprise and more generally in your day to day working life. The second day will involve a study visit to a successful social enterprise accustomed to risk taking in pursuit of growth and sustainability.

#### *Using your Emotional Intelligence as a Leader*

*(6 and 7<sup>th</sup> December 2006)*

This 2 day module will look at emotional intelligence and the importance of effective communication when working with a range of different partners and stakeholders. The first day will focus on effective listening and communication. You will also look at others' roles with a view to how to create and manage effective partnerships. The second day will look at working with communities and how to make services more inclusive

#### *Setting & communicating direction*

*(28<sup>th</sup> February and 1<sup>st</sup> March 2007)*

This 2 day module will help you perfect your business vision, how to communicate it and how to effectively manage and motivate your staff and volunteers. The first day will look at organisational development and planning and strategy formation. Simple models and methods will be used to assess where you are or would like to be going and how you are going to get there. The second day will focus on how to communicate the vision to your staff and how to effectively negotiate, delegate and manage any internal conflict that might arise through organisational change.

*Winning & maintaining commitment  
(21<sup>st</sup> and 22<sup>nd</sup> March 2007)*

This 2 day module will look at how to put your vision into action and bring your team along with you. The first day will use project management techniques to look at how you can achieve your vision and break the necessary work into manageable chunks. Day 2 will look at how you communicate this to your staff and volunteers to ensure that they stick with you throughout the journey.

***Business Planning Modules***

*Developing your Product  
(12<sup>th</sup> and 13<sup>th</sup> December 2006)*

This 2 day module will cover all the basics of writing a successful business plan, from perfecting your mission statement and identifying social, environmental and economic impacts and objectives.

*Delivering your Product  
(7<sup>th</sup> and 8<sup>th</sup> February 2007)*

This 2 day module will look at “the who’s and how’s” of your business plan, the research you require to complete an assessment of your market, the finance you need to get started and/or keep afloat, the staff you require, and a realistic timeframe in which to complete the work.

*Measuring your Impact  
(16 and 17th May 2007)*

This two day module will provide an introduction to successfully monitoring and evaluating the success of your organisation. It will provide a follow on from the introductory session available on social accounting by going into more detail on how you can complete your own social audit.

***Coaching Skills***

*Managers & Leaders  
(18<sup>th</sup> and 19<sup>th</sup> April 2007)*

This 2 day module will enable you to develop simple coaching techniques and help you think about how to incorporate them into your day to day working practice. Using the non-directive methodology of co-coaching this module will improve your listening and questioning skills and give insight into how you could use coaching as a tool for managing your staff and volunteers.

## ***Assessment Modules***

### ***Starting Your Social Business (6th or 7th June 2007)***

In this one day module you will be expected to submit and present your completed business plan to a panel. Feedback and guidance will be given to help support you take things forward to the next stage.

### ***Leadership for Social Enterprise (6<sup>th</sup> or 7<sup>th</sup> June 2007)***

In this one day module you will be expected to make a short 10 minute presentation on your learning journey. This will take into account the skills you have learnt, your reflective practice through completing regular learning logs and personal development plans, your participation in action learning sets and the support and guidance you have received from your peers on the programme.

**To register your interest or to make further enquiries, please contact:**

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