



the social enterprise experts



RETHINKING INCOME STREAMS

GENERATING INCOME IN OUR NEW TRADING ENVIRONMENT

ONLINE | 3 LIVE SESSIONS + SELF-DIRECTED LEARNING ACTIVITIES

- Review your current enterprise model in the light of new trading realities
- Evaluate your assets and their fit with the needs of customers and beneficiaries
- Explore the concept of an Enterprising Mindset
- Identify different sources of finance for growth
- Examine different Growth Tools and how they might be applied to your evolving business model
- Explore partnership working as a route to increasing social impact and income generation

Delivered by



SocEntAcademy



www.socialenterprise.academy

REBUILDING INCOME STREAMS

GENERATING INCOME IN OUR NEW TRADING ENVIRONMENT

Business plans are being redesigned to reflect what has become the 'new normal' beyond the disruption of the pandemic.

'Business as usual' is unlikely to be a viable option. All organisations have had to review approaches to sales and income generation, whilst being aware that how we operate in the current time will be remembered.

WHO IS IT FOR?

This programme has been designed for leaders of social impact organisations, whether their income is based on trading, donations, sponsorship or grants.

WHAT WILL YOU GET OUT OF THE PROGRAMME?



REVIEW YOUR MARKET NEEDS AND DEMAND



APPLY AN ENTERPRISING MIND-SET TO INCOME GENERATION



REDESIGN PRODUCTS TO MEET BOTH NEED AND DEMAND



REVIEW YOUR SOURCES AND MIX OF INCOME



IDEAS FOR INNOVATIVE CHANGES TO ADAPT YOUR BUSINESS MODEL

PROGRAMME DETAILS

Location: Online Learning Platform & Zoom

Dates & times: Introduction: 27 Jan, 10am – 12pm

Module 1: 10 Feb, 10am – 12pm

Module 2: 24 Feb, 10am – 12pm

Plus 8 hours of self directed learning between sessions

Cost: Fully Funded

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| Introduction | <ul style="list-style-type: none">• Welcome to the programme• Context setting• Getting to know each other• Technical check & familiarisation• Exploration of the growth mindset |
| Module 1 | <ul style="list-style-type: none">• Clarify your social impact aims• Assess your customer and beneficiaries needs and demand in your operating space• Explore your financial position and sources of alternative finance• Explore the concept of an enterprising mind-set, and apply it to income generation |
| Module 2 | <ul style="list-style-type: none">• Explore ways to adapt your business model• Idea generation for your future• Explore possible partnerships for social impact and income generation• Action planning |



8 hours of self directed online learning



5 hours of facilitated live learning sessions online

MORE INFORMATION

Jess Kemp | Project Manager

jessica@socialenterprise.academy

CLICK HERE TO APPLY

The Social Enterprise Academy is an approved ILM Centre It is a company limited by guarantee registered in Scotland No. 272855 and Scottish Charity SC035936

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The Rank Foundation
a pebble in the pond