

FULLY FUNDED for rural-based social enterprises, businesses and organisations in Wrexham



# RETHINKING INCOME STREAMS

GENERATING INCOME IN A RAPIDLY CHANGING TRADING ENVIRONMENT

ONLINE | 2 LIVE SESSIONS + GUIDED 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
- Highlight different sources of finance for growth
- Examine different Growth Tools and how they might be applied to your enterprise
- Explore partnership working as a mechanism for creating new opportunities and increasing sustainability
- Learn from the knowledge and experience of others on the programme



# RETHINKING INCOME STREAMS

## GENERATING INCOME IN A RAPIDLY CHANGING TRADING ENVIRONMENT

Business plans are being redesigned to reflect both the current reality and what might be the 'new normal' beyond the present time.

'Business as usual' is unlikely to be a viable option. All organisations must 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 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 via Zoom

**Dates & Times:** 2 sessions including:

5 hours of facilitator-led learning on Zoom.

6 hours of guided learning

**Session 1:** 3<sup>rd</sup> November 10am – 1pm

**Session 2:** 10<sup>th</sup> November 10am – 12pm

**Cost:** **FULLY FUNDED** for rural-based social enterprises, businesses and organisations in Wrexham

#### Session 1

- Welcome, introductions
- Identify your current and future challenges and opportunities
- Clarify your social impact aims
- Assess your customer and beneficiaries needs and demand in your operating space
- Explore the concept of an enterprising mind-set, and apply it to income generation

#### Session 2

- Explore ways to adapt your business model
- Explore your financial position and sources of financial support
- Supporting ideas for future income generation
- Explore possible partnerships for social impact and income generation
- Action planning



6 hours of guided learning



5 hours of facilitator-led live learning sessions online

Social Enterprise Academy Wales is operated by Creating Enterprise in partnership with Wales Co-operative Centre



### FOR MORE INFORMATION OR TO BOOK PLEASE CONTACT:

Hayley Morgan | [Hayley.Morgan@wrexham.gov.uk](mailto:Hayley.Morgan@wrexham.gov.uk)