

### Activity 3.23 Growth Tools (Social Enterprise)

#### Module: 3. Local and Global Communities

Duration: 30 Minutes

**Social Development Themes:** Social Enterprise

#### Summary:

This exercise helps participants to think about income and impact and then explore ways to increase their income and impact.

Draw out the simple axes of the graph, with a happy face representing social/environmental etc impact, and a dollar or pound sign representing potential income generation. Remind people what we mean by social impact. Ask people to draw one themselves and plot what they do on the grid. Where we would like to be is in the top right hand quarter. Ask the group to share their thoughts on how to grow and expand a business to move towards the top right hand quarter. Drawing on their suggestions, introduce growth tools and give an example of how a Social Enterprise has developed using each of them by talking about real examples.

#### Learning Outcomes:

Social Enterprise community assets, opportunities and stakeholders

#### Approach:

Ask people to work with people in different organisations and support each other to think about how they can use what they already have to grow and flourish even further by drawing on the growth tools. Set the ground rules that any idea is valid – there is no bad idea and no idea needs to be justified. Use some of the guide questions which taps into the growth tools. Hand out the co-coaching sheet below. (10 minutes per organisation).

Have a general debrief with the group:

- Are the social actions you have identified potentially sustainable through generating income?

- Just because a social action does not have any potential to generate income, does that mean it's not worth doing?
- Could a social enterprise generate income through purely commercial products or services, in order to help cover the costs of high social impact activity that is not able to generate income?



#### Debrief:

Co-coaching Handout for Participants

Remember – there are no limits – answer as if you have no resource or budget constraints.

No questions or answers are bad ones – nor are they unrealistic or impossible!

Some guide questions:

- What are you currently doing really well that you could develop even further?
- Thinking about expanding the people you work with or have an impact on - who could you connect with in your area or community to have even more impact. Think of local businesses, schools, tourists, local residence, other charities, clubs, etc.? Draw on your community map and think beyond

- Who could you be working in partnership with that you are not already partnering with to increase your impact and income?
- What customers are you currently serving that could introduce you to new customers?
- What new service could you develop with the current infrastructure that you have or with some additional resource?
- What skills and experience do you have in your organisation that you are not tapping into that could help you develop new products and services?
- What funding streams could you be exploring that you have not already?
- How are you using technology – how could you use it even better or do more with it?
- What could you do if you were not worrying about failure?
- What experience or skills are there in your local community that you could tap into?