

## Activity 4.08 Inform, consult, involve (Social Enterprise)

### Module: 4. Planning Social Action

Duration: 75 minutes

**Social Development Themes:** Social Enterprise

#### Summary

Participants reflect on who will be affected by their social enterprise and how they should inform, consult or involve them capturing the ideas in preparation for writing any plan or growing their organisation.

#### Learning Outcomes:

Skills in project planning and management – understanding stakeholder analysis

#### Preparations and Materials:

Stakeholder grids on flipcharts for each social enterprise.

#### Approach:

1. Before the session begins find someone in the group who is happy for everyone else to try to guess how they feel about an issue such as the food at the workshop. They need to stay silent whilst everyone is guessing.
2. Ask the group how do they think this particular person feels on the subject. i.e. to begin this activity I'm going to ask that we decide as a group what does Ali feel about the food at this workshop? Participants will usually shout out their answers, if possible, allow this to go on for some time
3. Ask the group: Do they think they guessed right? Why?
4. Ask the person you were talking about, how did that feel? Did they guess right?
5. Share with the group: one important dimension of social enterprise planning is thinking about who's involved or affected by the social enterprise and how we should consult them or inform them. It's important for us to hold our assumptions lightly and listen to others (especially the target group).

6. Ask the group to brainstorm and write down on separate post-it notes all of the people, organisations or institutions affected by or likely to be affected by their social enterprise.

7. Ask the group to place them in the below grid according to how powerful they are and how affected they will be e.g. if it is a small local business (low power) who will only be slightly affected then this would be placed in the bottom left square. If they will be highly affected this will go in the bottom right square.

How affected are they?	Low/not very affected	High/very affected
High power	<p><b>Satisfy them</b>  <i>Examples: media, other local activists and NGOs.</i>            Action = Inform and find out whether they support or disagree with the social action.</p>	<p><b>Manage them</b>  <i>Examples: policymakers, local decision makers, funders.</i>            Action = Consult them and maintain communication.</p>
Low power	<p><b>Monitor the situation</b>  <i>Example: a local business where the project is taking place.</i>            Action = Involve only if you have the resources and there is a real value.</p>	<p><b>Inform, consult, involve them</b>  <i>Example: the group your social action aims to help (target group). For instance, 'unemployed 16-18 year-olds in x community'.</i>            Action = Share the Idea for social action, ask for their feedback, explore opportunities for involving members of the group in design or delivery.</p>

#### Debrief:

1. Share with the group: When leading a social enterprise make sure you continue to pay attention to and include actions which involve the people and organisations who will be affected. Link this to values and leadership. Ask the group what they think – how important is it to consult etc. One key objective of course is to consult the target group and other experienced people on the needs of the target group. Since the social enterprise you are leading should be based on a key need.
2. Activities to include:
  - Inform, consult (especially on needs) and involve (where appropriate) the target group.
  - Consult with policy-makers and funders
  - Identify the position of influential groups such as the media – could they be a useful supporter? Or will they be against the social enterprise?

**3.** In plenary ask participants to give examples of informing, consulting or involving. How are they doing it? What works and what has not worked? Where are the opportunities and where are the challenges? This can be a good time to share examples of your own.

**4.** Now act on it: Ask participants to work in their social enterprise groups to identify a few of the key people / organisations in their grid and identify actions to either inform, consult or involve them. These actions should be included in a plan. Participants should be encouraged to keep it simple! (30 minutes)

- Inform: why and what?
- Consult: what key questions does the group need an answer to and from who?
- Involve: are there ways of involving others, which will improve ownership and impact?

**5.** Ask the group: are there any inform, consult, involve actions we can begin today?

#### GROUP A

It may require little or no effort to be focused on this group. The stakeholders pose no threat due to a lack of both interest and power.

#### GROUP B

This group, although having a high interest, has little power to exercise control so they can be maintained through the management of information to keep them informed of events.

#### GROUP C

This group may or may not realise the degree of effect they have over the organisation and therefore must be kept satisfied. However because of their low interest in events they are unlikely to cause significant disruption.

#### GROUP D

The organisation must try to satisfy this group first and foremost as they have the power to affect the company and a high degree of likelihood that they will use their power.