

## Activity 4.28 Communicating your Unique Selling Point (Social Enterprise)

### Module: 4. Planning Social Action

Duration: 60 minutes

#### Social Development Themes: Arts

#### Summary

Participants explore ways of communicating their social enterprise in a clear and simple way with decision-makers. Participant's role play being in a lift with an influential decision-maker for one minute and sharing information about their social enterprise. As well as supporting participants to explore ways of communicating, this activity could be used to enable participants to practice and refine their social enterprise pitch.

#### Learning Outcomes:

Ability to support, learn and share through, dialogue

#### Preparations and Materials:

Stopwatch

#### Approach:

**1.** Ask the group to move into groups. Tell each group to imagine that one of them is back in their community and they have just entered the lift wearing a T-shirt which has their Social Enterprise on it when an influential decision-maker steps into the lift and asks you 'What is your 'Social enterprise'? ' The decision-maker presses floor twenty and you know you have two minutes to tell the decision-maker about your organisation with the possibility of getting a new customer/client/supporter. Participants should make that information the most important thing the decision-maker hears that day.

**2.** Ask the sub-groups to help the person decide on what they will tell the decision-maker in those two minutes. Remind them of the Golden Circle if they have done that activity.

**3.** Give them some time to discuss and then share with the group: 'oh no!' just as the decision-maker pressed the button for floor 20, he/she changed his/her mind and pressed floor 10. This means you

only have one minute to tell him/her. Ask the groups to re-think what they will say so that it only last 1 minute

**4.** Now it's time for the role-play, a facilitator (or someone who is not a participant) should play the role of the decision-maker. Acting out the scene in the lift and giving participants one minute to share their social enterprise (this usually provokes a lot of laughter and celebration of great slogans and selling techniques).

Alternate Approach:

Going Deeper: Before step 2 you might want to:

**1.** Facilitators can explain that good pitches can contain the following features:

- A short, attention grabbing headline
- Defines the 'Noble Cause', i.e. explains why the social enterprise has been set up
- Gives up to 3 Key Unique Selling Points about the product or enterprise
- Explains how the investor or customer can be involved in getting to the 'why' (i.e. the social purpose)

**2.** Have people pitching to the whole group. After each pitch ask the main group for feedback on the pitch.

- What was good?
- What was tricky?
- What could they do differently?
- How clear did they find it?
- Was the pitch convincing?
- Do they think the decision maker would react positively?

**3.** Once all groups have pitched, allow them time to refine their pitches. Time allowing you could run it again.

**Debrief:**

- What do we need to think about when communicating our social action to others? I.e. keep it simple and clear, take into consideration who the audience with and adapt what we are saying for them.
- What kinds of changes did people make to their pitches?
- What can we learn from this activity about how to effectively communicate our social enterprise ideas?
- How can we share our social enterprise locally or globally? I.e. contact the local media, hand out flyers, post information online.