

OUTCOMES

So much of the impact of SSE programmes is intangible. Learners report great leaps in confidence. Many say the programmes have opened up new opportunities they hadn't previously thought available. Others say the contacts that they make among their peers and SSE supporters have been essential in getting new ventures off the ground or enhancing the effectiveness of established ones.

What we do know is that social entrepreneurs and third sector leaders will graduate from this programme with:

- A clear sense of opportunity, direction and strategy for their enterprise
- The knowledge and skills to develop their organisation culture and build a focussed team
- An understanding of markets, customers and impacts
- Appropriate pathways to growth.

*"Coming from North Devon, it has been hard to feel plugged into the dynamic environment of change making. It can feel isolated and limited, trying to get things off the ground here....that was until the SSE came to put fire in our entrepreneurial arsenal. We leave this experience after three months with new friends, fresh ideas, leading edge insights, amazing contacts and a renewed confidence. It **IS** all possible after all."*

Gwen de Groot—North Devon Fellow 2014

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93%

of students said that the programme had made them more effective social entrepreneurs

Fellow organisations are

40%

More likely to be in existence after five years than conventional businesses.

90%

of students attribute their growth and development since graduation to SSE

95%

of all students who established an organisation are still involved with it in some way



RURAL DEVON
SOCIAL
ENTREPRENEURS
PROGRAMME

"THIS EXCELLENT TRAINING MADE A SIGNIFICANT DIFFERENCE, ENABLING ME TO MORE CONFIDENTLY TAKE MY SOCIAL ENTERPRISE FORWARD, WITH A MUCH BETTER CHANCE OF SUCCESS."

Richard Hood - Fellow

North Devon Social Entrepreneurs Programme 2014

The Rural Devon Social Entrepreneurs Programme - 2015

- 3 Month Action Learning Programme (10 contact days)
- Starts January 2015 - March 2015
- FREE place to all applicants from Devon
- Sessions to take place at locations around Devon
- Maximum of 20 places available

SUMMARY

Early stage social enterprises and ethical business start-ups often rely on subsidies and a lot of good will, with many facing the loss of public sector funding for their work. Competition for grants, donations and resources of all kinds is steadily increasing. In light of this, the School for Social Entrepreneurs has developed a special tailor-made programme for the leaders and key-change makers in third sector organisations and social enterprises in Devon. The programme will help you access new markets and customers, find new partners and collaborations whilst increase your presence, services and products, and become more sustainable.



THE PROGRAMME

This programme will take place over a three month period and is based on the SSE's independently proven action-learning model, developed over the last 14 years. The 10-day programme will specifically consist of the following:



- Six intensive day long study sessions (comprising of witness sessions and project visits)
- Three day long Action Learning Sets
- One day progression event.

Each study day session will be themed around specific aspects of social entrepreneurship with particular learning goals:

An introduction to the current context in which rural Devon social enterprises and third sector organisations operate.

Including skills development on; getting the most from the course; being a 'social entrepreneur'; identifying business opportunities; business modelling and planning; measuring the need through market research

Managing the business; Getting the numbers right and developing an organisation culture and brand

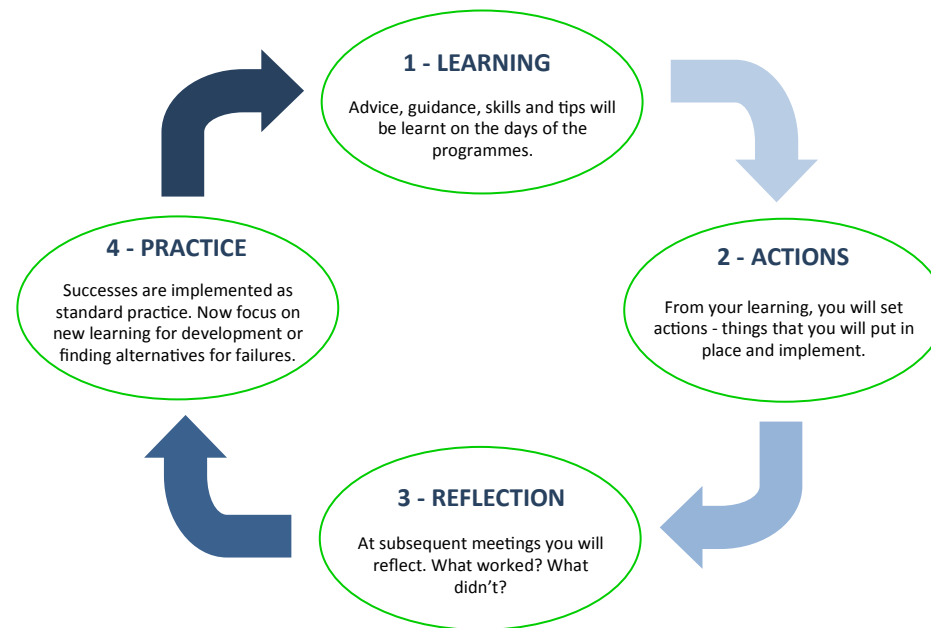
Including skills development on; costing and pricing; full cost recovery; managing change and communicating those changes through effective marketing; measuring social impact

Pathways to Growth; Scaling up, diversification, expansion and replication

Including skills development on; building successful partnerships; managing contracts and expectations; investment readiness; new ways to fundraise, social franchising and planning for growth.

WHAT IS ACTION LEARNING?

All of our courses are practical allowing you to put the things that you learn into action straight away. Our programmes are designed to keep your progression moving forward.



THE SSE LEARNING APPROACH

We use a variety of learning methods to provide the tailored personal development and organisational support. Learning is 'by doing' and throughout each course, students learn from their peers, build new networks and are challenged by practitioners, staff and each other to become the most successful social entrepreneurs they can be.

EXPERTS & WITNESSES

During our **expert sessions**, we will bring leaders in fields such as business planning, managing people, sales, marketing etc to provide interactive action learning sessions.

Our **witness sessions** involve experienced social entrepreneurs sharing their own experiences, the successes and failures, the challenges and how they faced them. Often these sessions are incorporated in **project visits**.

ACTION LEARNING SETS

Our **action learning sets** will involve smaller groups that will be accompanied by experience facilitators. Each member will bring an issue that they are facing to the set. With specific questioning techniques by the other members of the group, the member will find a way forward and set actions for the following meeting.

MENTORING

PWC are sponsoring this programme and will provide business mentors to participate on the programme. The mentor relationship typically starts after the programme concludes and will last for 12 months.