



Nonprofits & Commercial Nonprofits
Social-mission organisations
Social enterprises
Community & Voluntary groups

Rationale

Social-mission organisations are established to primarily achieve a social mission. They are formed to address an identified gap in service provision through the delivery of goods and services. However, operationally they are businesses and are required to plan their businesses in the same fashion as for-profit business ventures. However, there are subtle differences in how the social-mission organisation business plan is structured and there are issues distinct to social enterprises. The aim of this programme will be to lead participants through a process where they write the business plan for their social-mission organisation whilst actually attending the programme.

Who is this programme aimed at?

This is therefore a programme for people in social-mission organisations who need to:

- Write a business plan for a grant/funding or other application
- Who need structure and discipline to actually get the plan down on paper
- Who have never written a business plan before
- Who is having difficulty with writing up a business plan
- Who have already written a business plan but need to do it properly

Programme content

The proposed programme would be a 4-day long programme, run from 10.30am until 5.30pm daily.

The programme would cover the following topics:

Session 1: Introduction, social mission, social and economic objectives, the business plan

Session 2: Management and operational processes

Session 3: Marketing Plan

Session 4: Financial Projections 1

Session 5: Financial Projection 2

Session 6: Administration issues, one-to-one reviews whilst writing up

Session 7: Presentation of business plan and business idea

Expected Outcomes?

- Participants will have written a business plan and assessed their business idea
- Participants will have a clearer understanding of running a business and whether it is for them at this stage
- A clearer understanding of their next steps

Methodology

The sessions will be interactive, discursive, engaging and informative. Each block of work will be followed by an interactive exercise and discussion. The objective is to allow participants to work through their social business idea and business plan themselves in a supportive learning environment. One to one mentoring will be given to clients to answer any questions they might have and give direction as to the possible next steps for the individual.