



COURSE CODE: C14125

GROWING YOUR SOCIAL ENTERPRISE

TRAINING OUTLINE

This practical course provides participants with an opportunity to explore the entrepreneurial mind set and processes required to turn a social enterprise idea into a reality.

Topics covered during the two-day training programme include:

- Identifying and validating enterprise opportunities
- Assessing market potential
- Developing a revenue model for the enterprise
- Gaining stakeholder and community support
- Identifying sources of funding
- Developing a business plan
- Developing realistic budgets and cash flow projections
- Mapping out a communications strategy
- Building the leadership and governance team
- Identifying compliance requirements
- Moving from project plans to action plans
- Recruiting and motivating staff and volunteers

TRAINING OVERVIEW

Delivery Mode: Workshop

Contact Hours: 12

Completion Certificate: Yes

PARTICIPANT PROFILE

This programme is suitable for individuals, boards and committees who are interested in pursuing social enterprise initiatives.

To enquire about eLearning, workshops or seminars, please email: learning@cramdentech.com

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