

Ten Steps to Building a Successful Social Enterprise

Presented by Paul Shaw
Date: 5th December 2017

What is a Social Enterprise?

2

A **social enterprise** is an organization that applies commercial strategies to maximize improvements in human and environmental well-being—this may include maximizing **social** impact alongside profits for external shareholders.

Wikipedia

Social enterprises are defined as: "Businesses with primarily **social** objectives whose surpluses are principally reinvested for that purpose in the business or community, rather than being driven by the need to maximise profit for shareholders and owners'.

GCSE Business

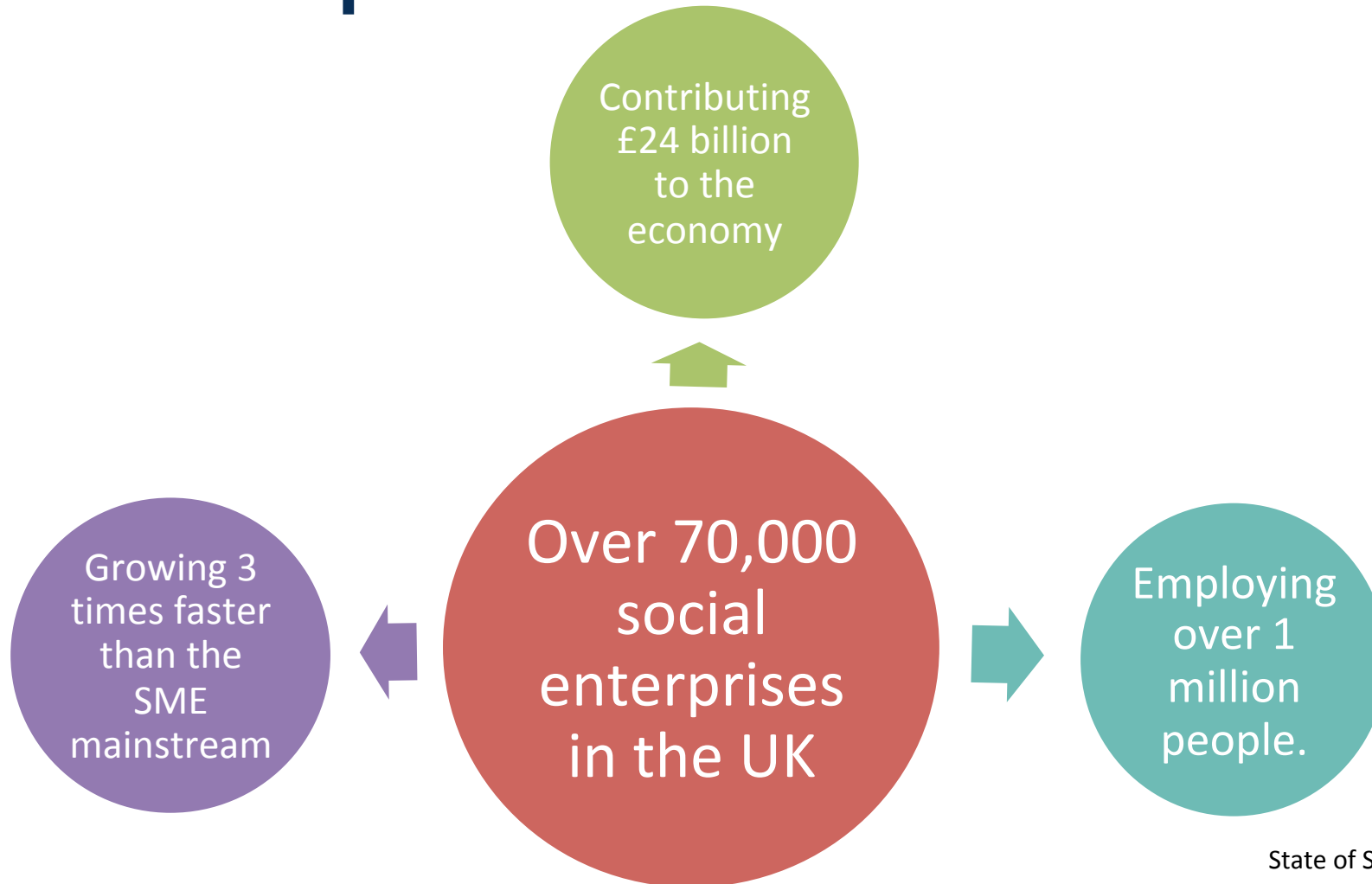
HANDS ON SUPPORT FOR YOUR BUSINESS

The title of the business doctors presentation goes here



The UK Landscape

3



State of Social Enterprise Survey - 2017

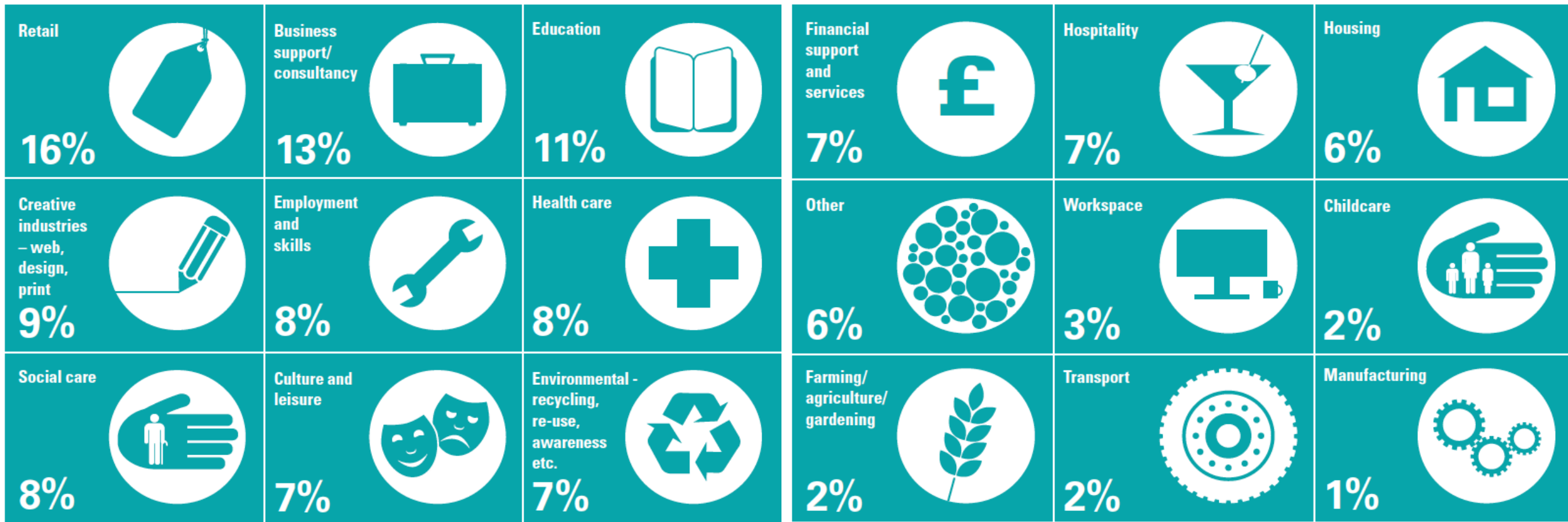
HANDS ON SUPPORT FOR YOUR BUSINESS

The title of the business doctors presentation goes here



Main Trading Areas

4

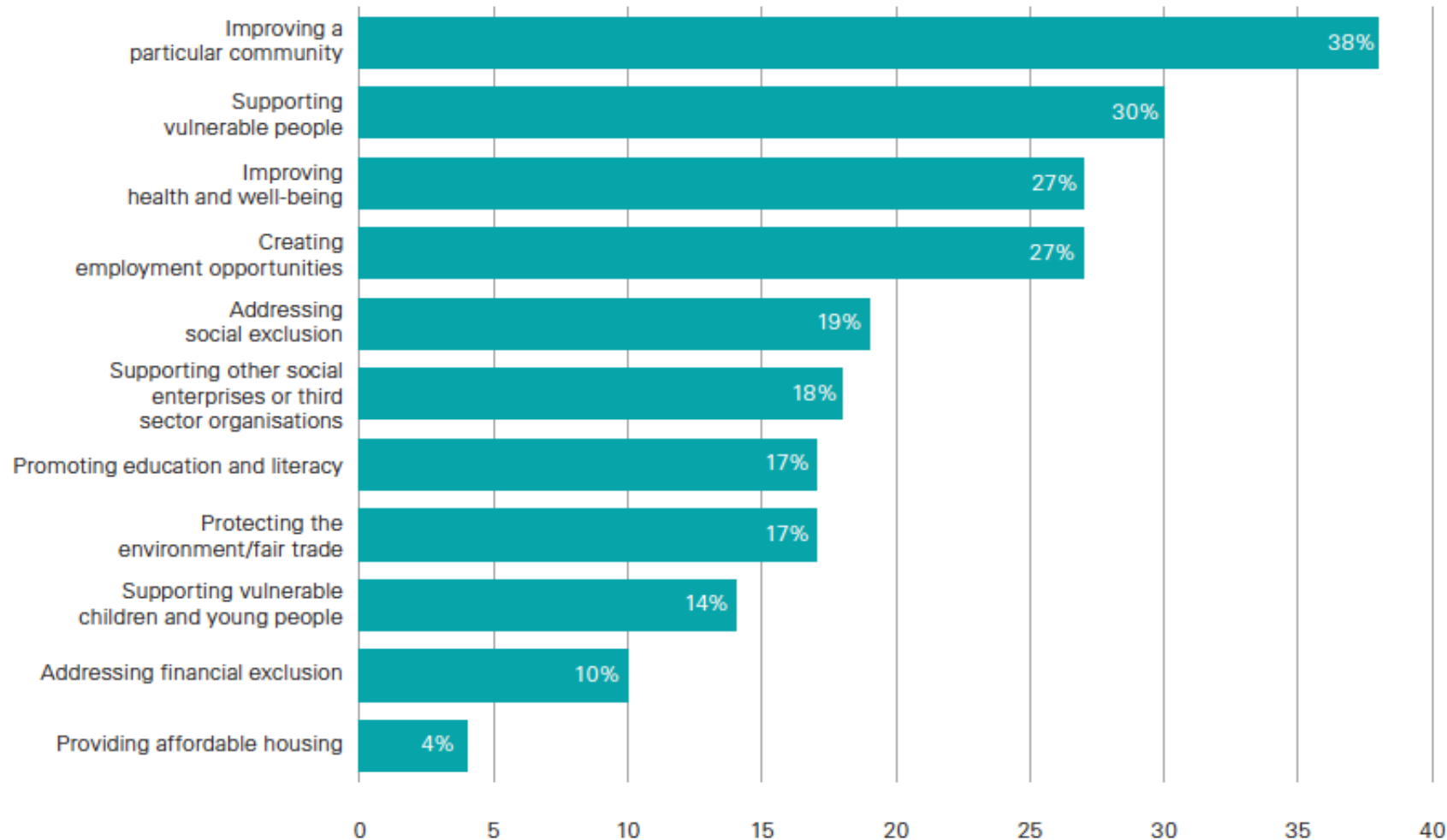


State of Social Enterprise Survey - 2017

HANDS ON SUPPORT FOR YOUR BUSINESS

Social and Environmental Objectives

5



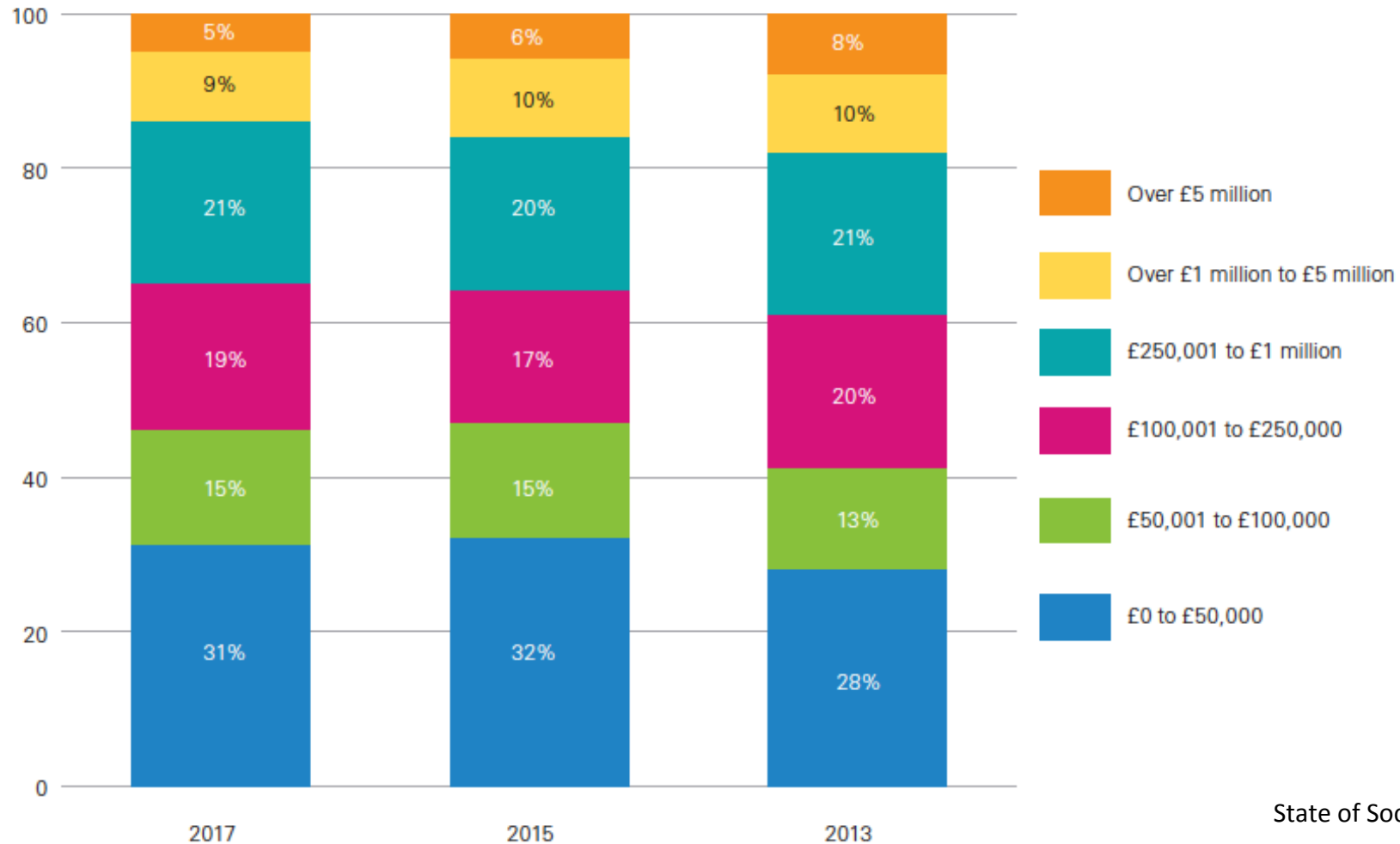
State of Social Enterprise Survey - 2017

HANDS ON SUPPORT FOR YOUR BUSINESS

The title of the business doctors presentation goes here



Business Size



State of Social Enterprise Survey - 2017

HANDS ON SUPPORT FOR YOUR BUSINESS

The title of the business doctors presentation goes here



So what are the key business differences between a social enterprise and a mainstream commercial venture?

HANDS ON SUPPORT FOR YOUR BUSINESS



Fundamentally there are **none**.
Both types of business are created to
generate a profit.
The only difference lies in what is
done with those profits.

So where do we start?



We start with a plan

HANDS ON SUPPORT FOR YOUR BUSINESS

- > Why
- > When
- > How



HANDS ON SUPPORT FOR YOUR BUSINESS

Easier said than done?



HANDS ON SUPPORT FOR YOUR BUSINESS

Top 10 Tips

STRATEGY
MADE
EASY

HANDS ON SUPPORT FOR YOUR BUSINESS



Step 1 - Understand why you want it



HANDS ON SUPPORT FOR YOUR BUSINESS

Step 2 – What's really important to you



HANDS ON SUPPORT FOR YOUR BUSINESS

Step 3: What business are you in?

15



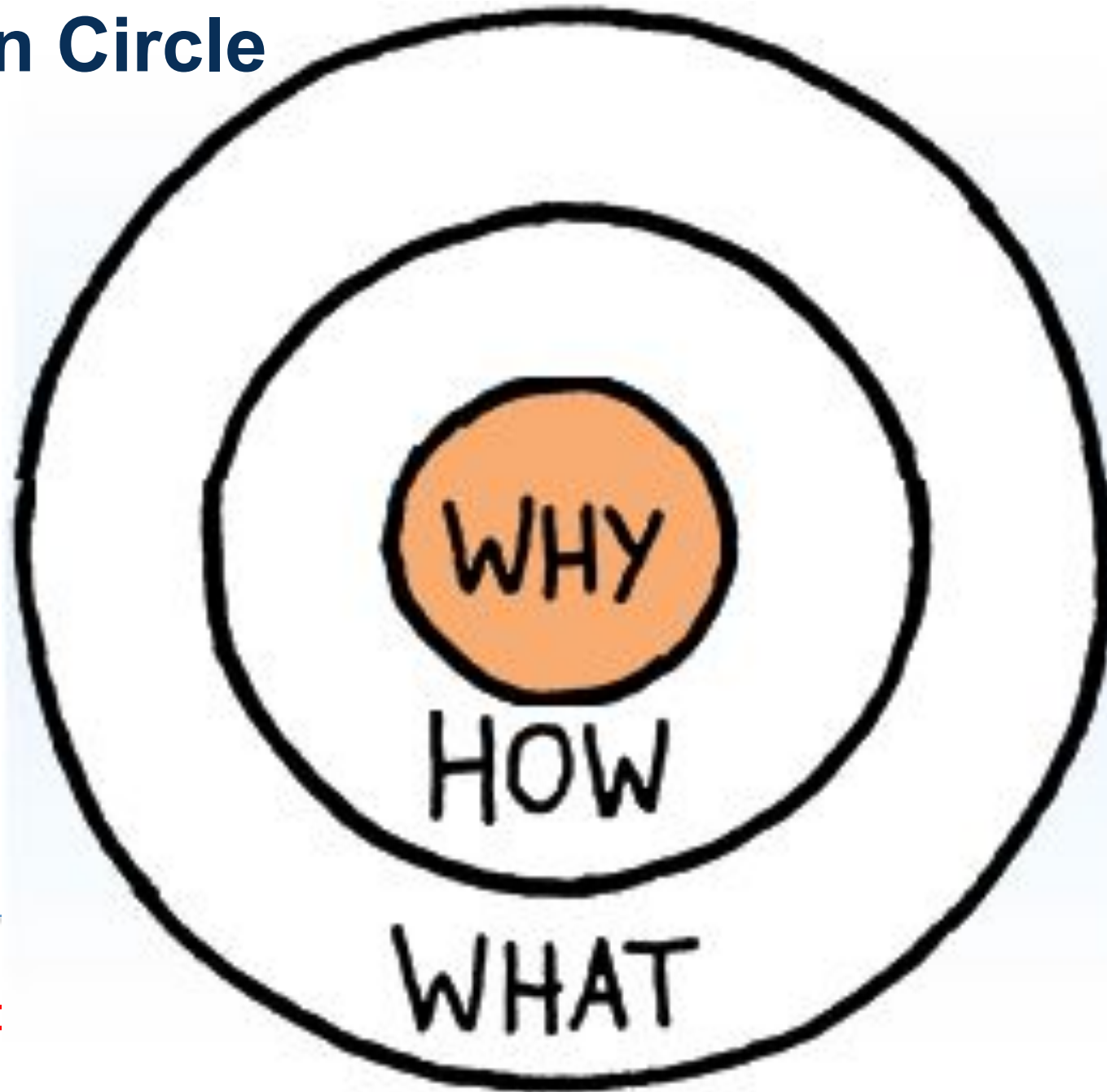
- Think beyond your product or service
- WHAT are they actually buying?
- WHY are they buying it?

**“In the factories we make lipstick and
in the shops, we sell hope”**
Charles Revson

HANDS ON SUPPORT FOR YOUR BUSINESS

The Golden Circle

16



HANDS ON SUF

Step 4 – Create a business



HANDS ON SUPPORT FOR YOUR BUSINESS

Step 5 – Future proof your business

18

- Give yourself advanced hindsight
- Look at the big picture
 - Social
 - Technological
 - Economical
 - Political



HANDS ON SUPPORT FOR YOUR BUSINESS

Step 6 – Know your market

19

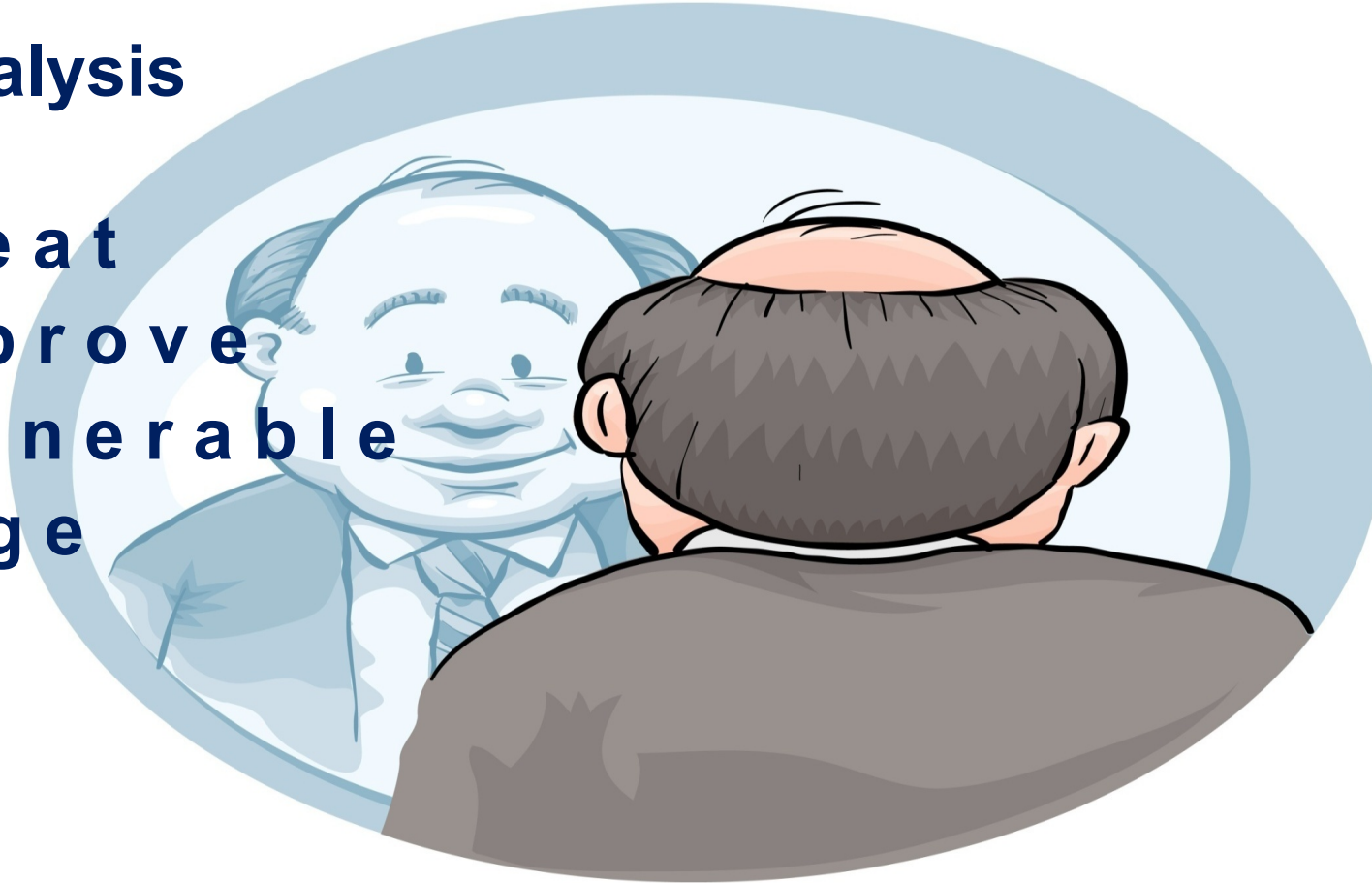


HANDS ON SUPPORT FOR YOUR BUSINESS

Step 7 – Look in the mirror

GIVE Analysis

- **G**reat
- **I**mprove
- **V**ulnerable
- **E**dge



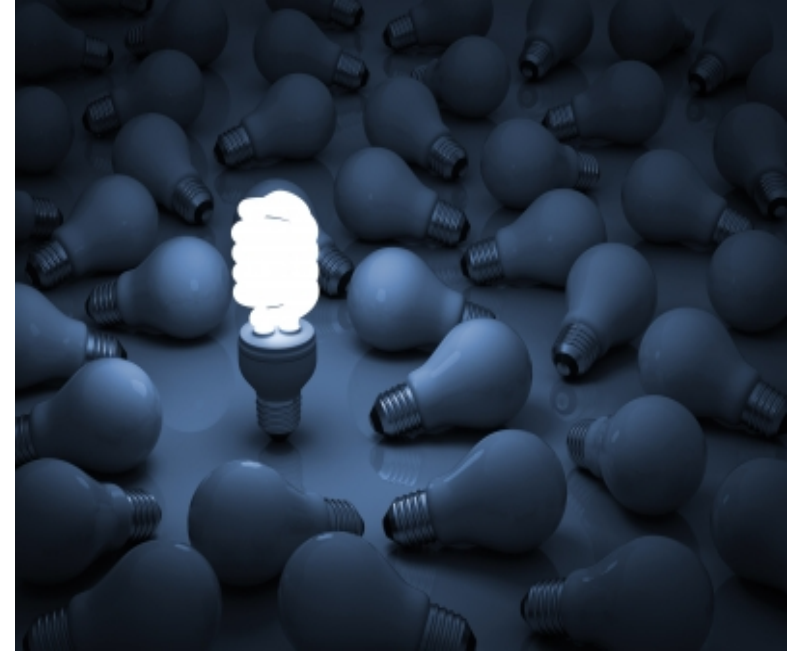
HANDS ON SUPPORT FOR YOUR BUSINESS

Step 8 – Address the ‘so what’ factor

21

Ask yourself the 4Q’:

- What makes us different?
- What makes us better?
- What do we want our customers to think?
- What do we want our customers to do?



HANDS ON SUPPORT FOR YOUR BUSINESS

Stay out of the killing fields

22



HANDS ON SUPPORT FOR YOUR BUSINESS

Step 9 – Create a sales plan

23



HANDS ON SUPPORT FOR YOUR BUSINESS

Step 10 – Make your people profitable

24



HANDS ON SUPPORT FOR YOUR BUSINESS

Press the RESET button

25



HANDS ON SUPPORT FOR YOUR BUSINESS

Square pegs in round holes!

The 6 R's

- Retain
- Retrain
- Recruit
- Release
- Recognise
- Reward



HANDS ON SUPPORT FOR YOUR BUSINESS

Stay on track

27

- Measure what's important
- Set targets
- Measure performance
- Evaluate
- Review



HANDS ON SUPPORT FOR YOUR BUSINESS

A good strategic plan should be

- ✓ Inspiring (living and breathing)
- ✓ Highly visible
- ✓ Feasible
- ✓ Measurable
- ✓ Time specific
- ✓ Flexible
- ✓ Fun

HANDS ON SUPPORT FOR YOUR BUSINESS

How can Business Doctors help

29



HANDS ON SUPPORT FOR YOUR BUSINESS

And finally, what if we don't do it?

30

If you don't know where you are going..
then any road will get you there!

And if you just stand still...
there's a good chance you'll get run over!



HANDS ON SUPPORT FOR YOUR BUSINESS



BUSINESS[®]
DOCTORS
ACHIEVE YOUR VISION

Thank you