



Social Entrepreneurs Training Survey 2015



school for
social
entrepreneurs

Introduction

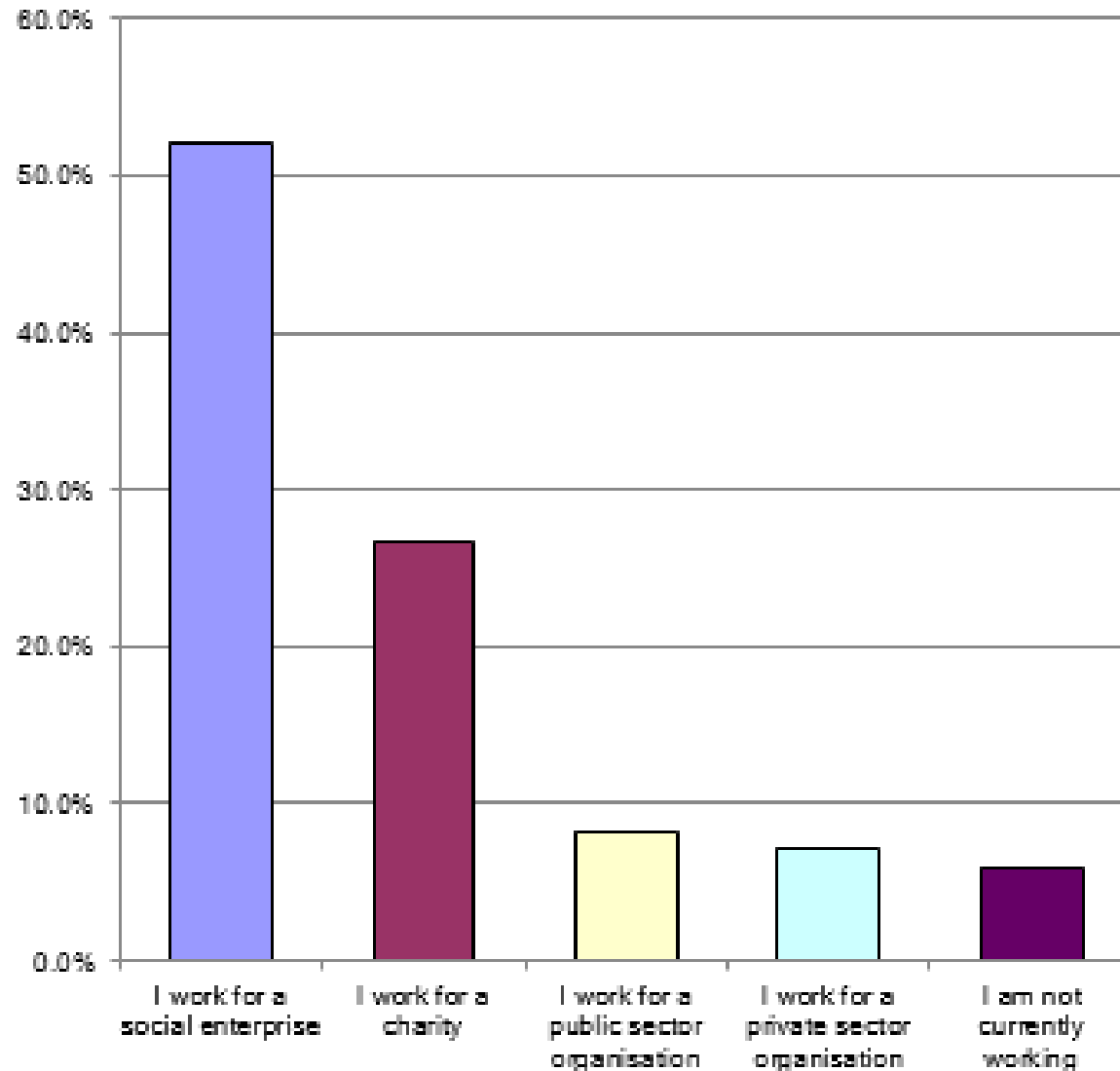
Each year the School for Social Entrepreneurs undertakes a survey to understand the training needs of social entrepreneurs working within social enterprises, charities and the public sector to help ensure that the content of our workshops and courses continues to be relevant and meets the needs of participants.

This is the third survey that we have carried out.

Methodology

- 304 respondents
- Respondents came from across the country, with over 60% coming from outside of London
- Open to anyone to complete
- Distributed via our newsletter + social media plus a number of other sector organisations e.g. SEUK, Unltd, Pioneers Post, ClearlySo, Ashoka
- Open for 4 weeks

The majority of respondents were from social enterprises, but we had a good response from the charity sector too.



Cost remains the number one factor when selecting which training courses to attend.

But it wasn't the only factor. Participants want clear, practical outcomes from a course and the quality of speakers is also an important consideration.

“Does it help me solve a problem and equip me with a new skill I need to take the enterprise to the next level?”



Charities and social enterprises spend a similar amount of time, and money, on training.

The majority of charity and social enterprise respondents had been on between 1-5 training days in 2015 and spent between £100 and £200 in total on training through the year.

Fewer than 10% of social enterprise respondents had been on no training in 2015, although some of this training was free.

Public sector spending was slightly higher and people spent more time on training.

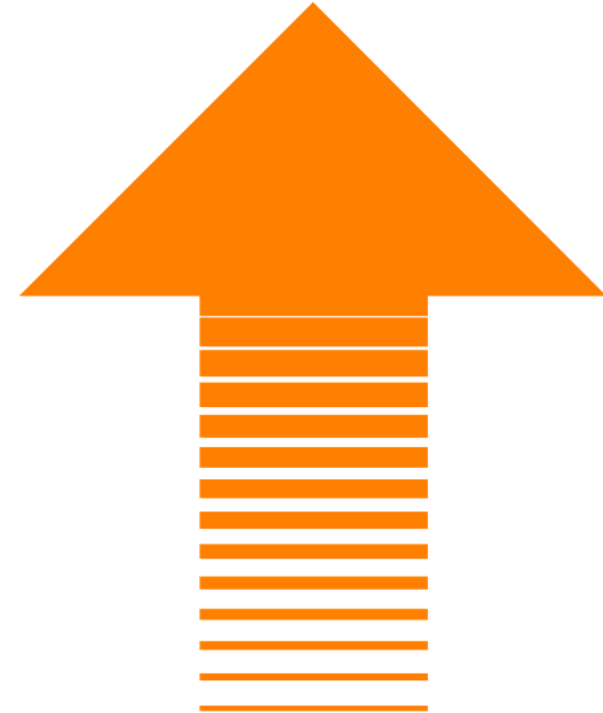


For the third year in a row, impact measurement is the topic that most people would pay to receive training on.

Social impact measurement remains a key training area across all sectors; it was top place amongst charities and social enterprises. In the public sector, social investment was the most in demand topic for training.

Top 5 subjects that people would pay for training on:

- Measuring Social Impact
- Sources of Funding
- Leadership Development
- Social Investment
- Managing a Growing Social Enterprise



We asked respondents who had paid to attend a course at SSE what they thought of it:

“There was a buzz and excitement and peer learning at SSE that is difficult to match.”

“The highest quality training I've been on”

“I think the courses are better than others due to the input from experts – e.g. both funders in the market place but also fellows/staff of the SSE talking about personal experience”

“I love SSE courses”

“Definitely at the higher end of course quality”

“I have been involved with SSE for a few years and the quality of training and learning never disappoints. It's the best training I've attended and I do a LOT of learning”

“The courses are good value, you learn so much and have fun at the same time.”

68% of respondents thought that courses at SSE were of a better quality than other training courses that they had been on, with the remaining 32% saying they were at a similar level of quality.

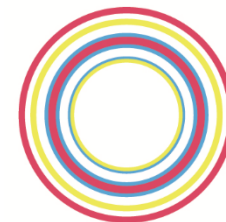
There were some areas that people thought we could improve upon:

- Provide lunch
- Better hand-outs and course materials
- Be firmer about people chatting over the speakers / leaving the room during speaker sessions
- Encourage more networking between participants

We'll be implementing all these ideas in 2016.

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