The School for Social Entrepreneurs: SSE Bespoke

Helping charities to unlock their entrepreneurial potential and generate new income.
The problem: charities need to diversify income

1. 47% of charities saw a fall in income in 2018. (Charities Financial Income Spotlight)

2. 85% of social sector organisations expect demand to grow in the next two years. (Charity Bank)

3. Charities need support to find alternative strategies to cope with an uncertain financial future. (NCVO)
Charities face barriers to achieving this...

1. **SKILLS DEFICIT**
   Charities often lack the skills and mindset to move to a more commercial business model.

2. **RISK AVERSION**
   Organisations are cautious about moving away from 'business as usual'.

3. **TOP DOWN DECISION MAKING**
   Decisions are seen as autocratic, leading to a lack of staff buy-in and ownership of new products and services.

4. **INTERNAL POLITICS**
   Internal blocks can prevent new products and services gaining the momentum needed to get off the ground.
A new support package for charities that want to unlock the entrepreneurial potential of their staff and generate new income through trading or sales.

The solution: SSE Bespoke
What is SSE Bespoke?

SSE Bespoke is a series of workshops that supports a charity to transition to a more diverse income model.

By acting as a trusted partner, SSE will support your senior leadership to enact culture change in a way that gives staff ownership of the issues in hand.

Your charity will develop a more entrepreneurial mindset and generate new income through new products or services.
The SSE Bespoke process

**DEFINE**

**DISCOVERY + DEFINING THE PROBLEM**
We'll work with the CEO and senior management team to understand your organisation's specific situation and design content to meet your requirements.

**SCENE SETTING AND IDEA GENERATION**
A one-day workshop that will bring your team together, allow them to understand the organisational context and generate ideas for new products or services.

**DISCOVER**

**MARKET RESEARCH**
Desk based research that will build your team's understanding of the market in which they operate and research the viability of each new product or service idea.

**PICKING A WINNER**
A workshop that will turn an idea into a reality. You'll develop a value proposition, establish a revenue model and define who your customers are.

**DELIVER**

**TESTING AND REFINING**
Piloting the new product or service, gathering feedback and refining where applicable.

**SECURING SALES**
A workshop that will build confidence within your team and create a collaborative culture of sales, helping you get deals done and generating new income.
Here's how it works...

- We'll conduct a detailed briefing to understand your organisation's situation and the outcomes you want to achieve.

- We'll put together a series of workshops for you and your team. Taking place over a number of months, these workshops will walk your team through the process of generating new income through sales.

- We'll use industry experts and third sector leaders to share their own experiences and bring the subject matter to life.
Understand the key issues in developing new income streams

Develop new ideas for products / services / markets and evaluate the viability of different options

Understand and navigate the needs of your organisation through a period of change

Identify strengths and assets in your organisation and develop a high level assets audit

Organisation Outcomes

Identify and brainstorm potential new opportunities for income diversification

Assess and prioritise potential new opportunities

Create a high level plan for diversification

Get your organisation to a point of action
Staff work more effectively as a group, stretching each other’s knowledge, understanding and skills.

Increased personal resilience.

Failure is reframed as learning.

Staff feel more energised to develop new business opportunities.

Staff are more confident to experiment and take considered risks.
Since 1997 we've worked with 1000s of individuals from across the charity, social enterprise and public sectors to develop the skills, strengths and networks needed to tackle society's biggest problems.

We've helped them to build sustainable, impactful organisations.
We've worked with the leaders of 100s of charities to increase their income from trading and sales.

- We've run 'Transition to Trading' courses, and our 'Match Trading' pilot course saw a 92% increase in year-on-year income from trading.
"The workshop yesterday was well planned and very professionally delivered. You were able to get so many people engaged, many who attended with a view that social enterprise was not something that was not compatible with the Third Sector delivery models."

Tariq Haider, Luton Advice Network Transition Project
As a charity, we have experience of having to diversify our income model (from 95% grant dependency) and understand the challenges that it presents.
Contact us today to book your briefing.

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