



The School for Social Entrepreneurs: **SSE Bespoke**

Helping charities to unlock their entrepreneurial potential and generate new income.



school for
social
entrepreneurs

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

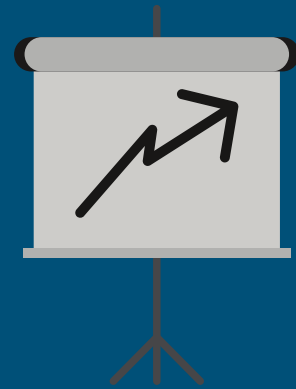
Internal blocks can prevent new products and services gaining the momentum needed to get off the ground.

The solution: SSE Bespoke

A new support package for charities that want to unlock the entrepreneurial potential of their staff and generate new income through trading or sales.



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

DISCOVER

DELIVER

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.

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.

TESTING AND REFINING

Piloting the new product or service, gathering feedback and refining where applicable.

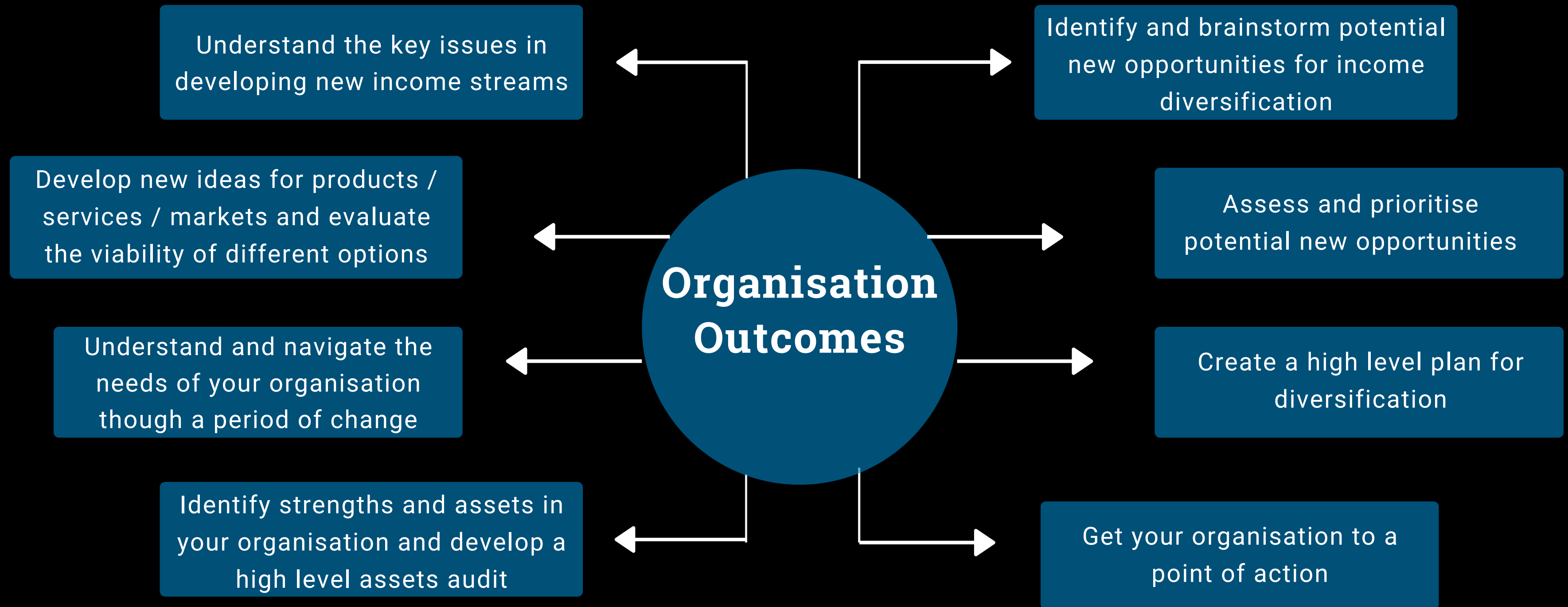
SECURING SALES

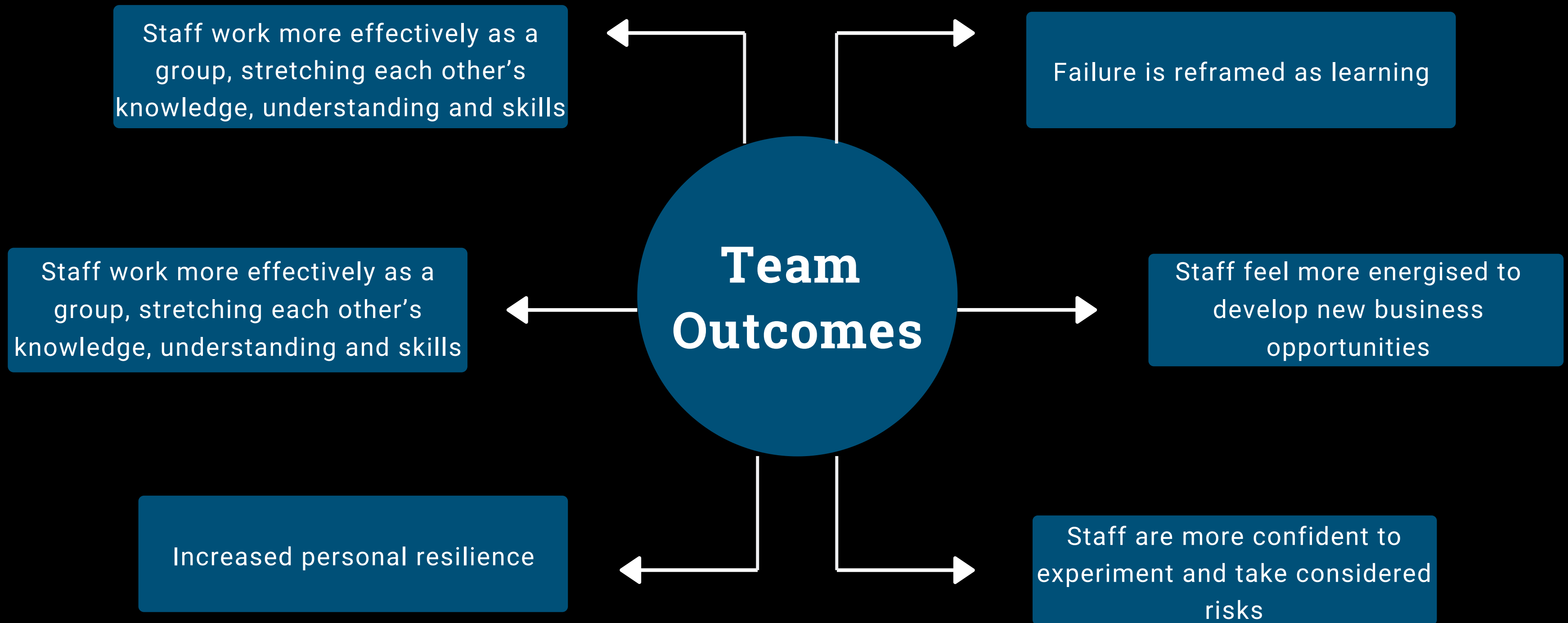
A workshop that will build confidence within your team and create a collaborative culture of sales, helping you get deals done and generating new income

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.






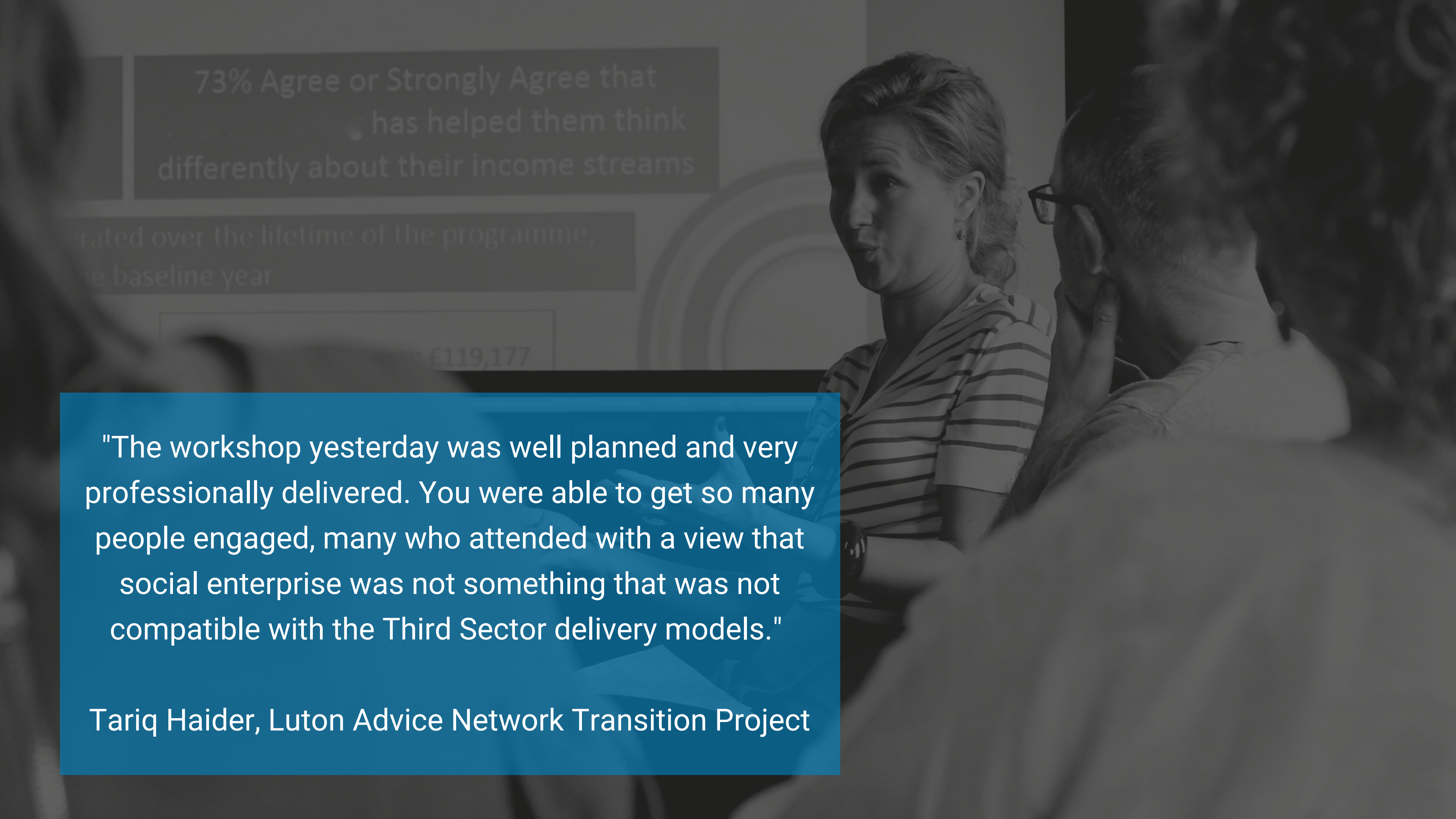


Why SSE?

- 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.

A woman with blonde hair tied back, wearing a striped shirt, and a man with glasses, wearing a light-colored shirt, are shown in profile, looking towards the left. They appear to be in a workshop or meeting. In the background, there is a presentation slide with text and a bar chart.

73% Agree or Strongly Agree that
has helped them think
differently about their income streams

generated over the lifetime of the programme,
the baseline year

£119,177

"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.



David McGlashan

Sales and marketing manager, School for Social Entrepreneurs

david.mcglashan@sse.org.uk

020 7089 9120