



an eegis company

بروجاكس للتدريب والتطوير
Projacs Training and Development

New Social Business Approach

التعرف على خدمات التجارة الاجتماعية الجديدة

21 – 25 July 2019

Dubai / United Arab Emirates

A Member of:



PROJACS ACADEMY



ProjacsAcademy.com



Introduction

One of the global trends is that companies today must be “social” in a truly external sense. Customers, stakeholders, communities, business partners, and employees all have an enormous impact on a company’s brand, growth, and profitability. Being a “social business” means going beyond a focus on revenue and profit and clearly understanding that we operate in an ecosystem, and all these relationships are equally important.

In this 5-days introductory course from PROJACS, we’ll cover what social business is and why it’s so exciting. Built from real experience with social entrepreneurs, this course will also feature firsthand stories and advice from inspiring trainer. Designed for anyone approaching social business for the first time, this interactive learning experience will give you an overview of the new social business approach. You’ll begin to identify a problem you care about, understand the considerations needed for impact and financial sustainability, and learn about how various entrepreneurs have thought about scale.

Course Learning Outcomes

- The participants will understand the concept of social business and be inspired to find new ways to tackle the world’s greatest challenges
- Appreciate that social business is a mindset to tackle problems across different sectors (public, private, non-profit)
- Discover a pathway for how you can make change whether this is founding an enterprise, serving on a board, or supporting social business in other creative ways.

Course Outlines

DAY 1

Introduction

- What is Social Entrepreneurship
- Approach to New Social Business
- Social business as Defined by Social Entrepreneurs
- Social business vs. Other Models of Social Change
- A Force for Transformative Change
- Starting with a Crazy Idea
- Promote the relationship

DAY 2

Identify Your Mission

- How to Identify a Social Problem to Tackle
- Identify Your Mission
- Find and Understand a Problem
- Understand Your Customer

DAY 3

Manage the Change

- Framework for Measuring Impact
- Measurement Approach
- An Impact Approach for Your Own Enterprise
- Develop your practice of Change

DAY 4

Plan for sustainability

- Planning for Impact
- Achieving Financial Sustainability
- Building a Financially Sustainable Model
- Social Enterprise Revenue Engines
- Solutions Map

Day 5

Scale your social business

- How to Think about Scale
- Scaling Your Social Business Impact
- Think about Your End Game
- Scale Smart
- Many Ways to Scale
- Build a Launch Plan
- Reflection

Who Should Attend?

- Entrepreneurs
- Social media managers
- Business department staff
- Investors
- Social business owners

Training Method

- Pre-assessment

- Live group instruction
- Use of real-world examples, case studies and exercises
- Interactive participation and discussion
- Power point presentation, LCD and flip chart
- Group activities and tests
- slides and handouts
- Post-assessment

Program Support

This program is supported by interactive discussions, role-play, case studies and highlight the techniques available to the participants.

Schedule

The course agenda will be as follows:

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|---------------------|------------------|
| • Technical Session | 08.30-10.00 am |
| • Coffee Break | 10.00-10.15 am |
| • Technical Session | 10.15-12.15 noon |
| • Coffee Break | 12.15-12.45 pm |
| • Technical Session | 12.45-02.30 pm |
| • Course Ends | 02.30 pm |

Course Fees*

- **2,950USD**
**VAT is Excluded If Applicable*