

Pillar Nonprofit Network and Common Good Solutions Present:

SOCIAL ENTERPRISE COACHING PROGRAM

Program Overview



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WHAT IS SOCIAL ENTERPRISE COACHING PROGRAM?

The Social Enterprise Coaching Program (SECP) has been designed in collaboration by [Pillar NonProfit Network](#) and [Common Good Solutions \(CGS\)](#), using the [Social Enterprise Institute \(SEI\)](#) learning platform.

The Social Enterprise Coaching Program (SECP) provides business coaches across Ontario with the tools, resources and knowledge to support social enterprises and socially conscious business in their communities.

STRUCTURE OF THE PROGRAM

The Program consists of the following components:

- A live full-day training.
- 4 one-hour online sessions
- An online toolkit of social enterprise tools and resources;
- Access to a shared learning platform with coaches from across Ontario
- Pillar & CGS support in the integration of knowledge & tools into business support services



WHAT IS THE PROGRAM CONTENT?



Cohort participants will have access to the following **10 learning modules**:

Social Enterprise 101: Introductory knowledge to social enterprise concepts, principles, and models.

Defining the Problem: Frameworks and techniques to validate social entrepreneurs' impact model.

Social Impact Planning: Helping social entrepreneurs develop their theory of change and articulate their specific social impact.

Socializing Impact: Helping entrepreneurs identify, strengthen, and communicate their business value proposition as part of their human resources, marketing, and networking efforts.

Testing Ideas on a Small Scale: Introduction to rapid prototyping and other techniques and frameworks for lean ideation and testing.

Finding Customers: Defining how the impact value proposition strengthens entrepreneurs' marketing and communication efforts.

Impact Design: Defining how social impact and revenue model create unique value proposition offerings.

Securing the Financing: Navigating through different financing and risk models for the startup stage of socially-driven entrepreneurial initiatives.

Getting Ready for TakeOff: Consideration of organizational structuring, multi-sector relationship management, and execution of an effective launch plan.

Working with Coops and Nonprofits: Contextualizing business and impact modeling for different organizational structures.

Expected learning outcomes: Enhancement of business advisors' knowledge and skills to equip social enterprises with solid business fundamentals and traditional businesses with sustainability frameworks; social enterprise competencies development; and, integration of social enterprise tools/frameworks in business advisors' coaching toolkit.



WHO IS THE PROGRAM FOR?

The Program has been carefully designed for business professionals, advisors, and coaches interested in developing key competencies related to social enterprise as a new way of doing business.

BUSINESS ADVISORS: Member organizations of the Ontario Network of Entrepreneurs (Small Business Enterprise Centres, Campus-Linked Accelerators, and Regional Innovation Centres), need advisors with multi-disciplinary approaches. Business coaches will be provided social innovation approaches and frameworks complementary to their existing toolbox.

ACCOUNT MANAGERS: Our Program will provide account managers (particularly from Credit Unions) with valuable information to leverage their consultative sales background and ability to drive new business growth to reach entrepreneurs from the social and nonprofit sectors.

NONPROFIT AND PHILANTHROPIC ORGANIZATION OFFICERS: Project managers of nonprofit sector organizations interested in developing and strengthening their knowledge and skills related to innovative earned-income and social enterprise models, and determine which model fits better with their organization.



PARTNERING PROGRAMS



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Feel free to reach out for additional information
at socialenterprise@pillarnonprofit.ca!