

CAN Training Product: Training 4 Growth

In brief: T4G is designed to meet the needs of social entrepreneurs seeking to develop their enterprises. These enterprises would be micro or small enterprises that are already established and trading and desire to take their business to the next level, probably requiring new investment, increase in team size, and market expansion in turn demanding that issues around management systems, quality systems, accreditation etc. are addressed. They wish to meet these challenges building upon and enhancing their socially responsible and democratic nature. It assumes that these people will be busy and the programme must be very cost effective in terms of return on investment of time in understandings and skills required that can be immediately applied to improving business efficiency, productivity and market penetration.

Who it's for: The programme can be used as a complete business management training programme by an individual social enterprise manager. It is recommended that the programme is used as a resource by the whole team of a social enterprise, probably with one or two members of staff attending each module and taking the understanding and skills acquired back to develop strategies for implementation in the enterprise including dissemination to the rest of the team. This maximises impact in the individual enterprise while minimising disruption. The programme gains further value if it brings together representatives of different social enterprises to learn from each other and develop mutual support, inter-trading and co-trading.

Objectives: By the end of the programme the participants will have developed strategies for expanding their business in a balanced, sustainable and investment-ready way.

How it is delivered

The delivery is modular. Individual enterprises are expected to pick from the menu those areas where they wish to invest time and may send different personnel to different modules or even different days within modules. Each day of the programme is therefore a coherent piece of work in its own right.

How long it takes

The full training programme takes thirty days. Some social enterprises will wish to attend all days, most would be advised to have a representative at the majority of sessions. To maximise impact it is best to have these delivered over as compressed a time-scales as possible – hence the emphasis on team working of the members of the social enterprise management team.

What it covers:

Module 1 growth and change

1a introduction to training for growth

1b preparing to grow your business

1c introduction to planning

Module 2 the art of juggling - risk and time

2a network analysis = risk management

2b time management

Module 3 managing ...

3a managing democratic organisations

3b/1 managing information

3b/2 managing information technology

3c interpersonal communication

3c/1 introduction to communication + core skills

3c/2 assertiveness

3c/3 negotiation

3c/4 dealing with conflict

Module 4 marketing for growth

4a introduction to marketing

4b understanding customers

4c market research

4d pricing

4e promotion

4f the marketing plan

Module 5 quality and customers

5a providing quality customer care

5b communicating with customers

5c quality assurance

Module 6 managing money

6a making informed financial management decisions

6b internal financial control

6c obtaining finance

Module 7 using computers

7a introducing computers

7b word processing

7c spreadsheets

7d databases

- 7e communications + networks
- 7f introduction to sage
- 7g mailmerge

Module 8 people + business = the perfect match

- 8a/1 making the perfect match
- 8a/2 describing the job and the person
- 8a/3 employment law
- 8a/4 recruitment to induction
- 8b/1 training and developing people
- 8b/2 appraisals

Module 9 law

- 9a business and the consumer
- 9b equal opportunities
- 9c business responsibilities
- 9d Health & safety

Module 10 pulling it all together

Accreditation

This programme is due to be submitted for accreditation by the Open College Network (OCN) at level 3.

What it costs

CAN fees are £450 per training day delivered subject to location (Price correct at Aug 2008. Please check for changes).