

## Social Enterprise

A PRACTICAL TOOLKIT TO HELP YOU MAKE A REAL DIFFERENCE

A Social Enterprise is a business with a primary aim to improve social well-being and use its profits to help achieve this objective.

Social Enterprise is the fastest growing sector in the world. In the last decade the number of internationally operating Social Enterprises has grown from 6,000 to 27,000. Job creation in the social enterprise sector in the USA, Japan and EU is currently running at 3 times that of the private sector. In the UK social enterprises make up 1.2% of all enterprises, employing 775,000 and contributing £8.4bn annually to the economy (SBS, 2005).

However the lack of consistency on how people view Social Enterprise (what they are, how they operate, their growth potential, their culture etc.) inhibits business support and economic development agencies ability to capitalise and support the growth of the sector.

Our Social Enterprise development programme builds on the core Winning Advisers™ model to equip practitioners with the knowledge, skill, tools and techniques needed to support Social Enterprise.

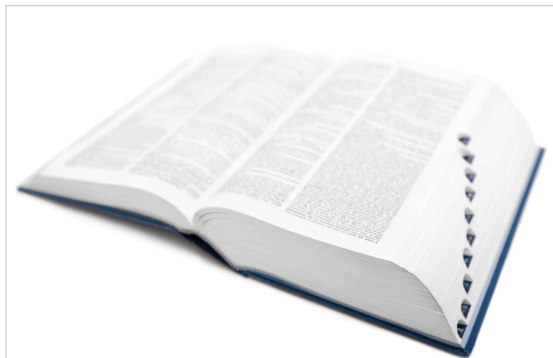
### Case study:

#### Social Enterprise Awareness programme

The aim of the Social Enterprise Awareness programme was to drive Consistency and change misconceptions in the way Business Link advisers view and support Social Enterprises. The programme provided and insight into Social Enterprise, what drives them, how they differ from normal businesses and dispelled any myths that surrounded Social Enterprise. Set against the backdrop of the Inform Diagnose and Brokerage model, we introduced advisers to a range of tools and techniques that they test drove against a live Social Enterprise.

**Clients:** Business Link North West + Business Link North East

**Numbers trained:** 400+



**social enterprise:** *a business with primarily social objectives whose surpluses are re-invested for that purpose in the business or in the community, rather than being driven by the need to maximise profit for shareholders or owners of the business.*

Cabinet Office, November 2006

To complement the programme, we developed a fun, provocative and inspirational toolkit.



## To find out more:

If you want to know more about our work on Social Enterprise, please contact us at Winning Moves on 01785 827600; [info@winningmoves.com](mailto:info@winningmoves.com)