



Free Awareness Seminars

Make it Happen are pleased to announce a programme of free awareness seminars for organisations working with social and ethical businesses.

There are six seminars that can be selected:

- Value and Values: How do they play a part in business today?
- Legal Structures for Social and Ethical Business
- Developing an Ethical and Values based culture in your organisation
- Working with Stakeholders
- Diversifying Income Generation
- Measuring and Reporting your Social Value

Each seminar lasts for three hours and includes handouts and practical discussion – all free of charge.

So, if you have a venue and social and ethical business that are interested in the seminars, contact us to discuss this further.

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More Information

What we believe Social and Ethical Business's are:

Make it Happen believes that all businesses, regardless of legal structure are capable of achieving social value. Our awareness sessions are suitable for senior managers within charities, voluntary groups, social enterprises, cooperatives, social firms, community businesses, private businesses with social aims and the public sector.

Why are these seminars free of charge?

Make it Happen was established to challenge the traditional business model and build social and ethical leadership throughout business, regardless of the sector in which it operates. Providing free awareness seminars enables us to raise awareness of the work we do and achieve our important mission. It helps us achieve our social value.

What do we need from the 'host' organisation?

In order to ensure that our seminars achieve maximum impact we will need access to a venue that holds up to 12 people, a flipchart and projector and refreshments for delegates – funded by the 'host' organisation. We can deliver awareness session to a minimum of 6 and a maximum of 12 delegates at one time.

What if we want more?

Make it Happen can also deliver one day training sessions on each of the awareness topics, these cost £149 per person. We can also deliver a 3 day residential course that covers all of the awareness topics, lots of discussion and practical tools at a cost of £399 per person. We are able to access Leadership and Management grants which may part fund our training and consultancy support. Please contact us if you wish to discuss this further.

Who are Make it Happen?

Since Make it Happen's formation in 2006, the company has supported the growth and ongoing sustainability of over 100 social/ethical businesses across the health and social care, environmental and housing sectors. We have supported the development of 57 social enterprise start up's and assisted our client base in achieving in excess of £6m of finance through grants and loans and £40m in contracted and trading income. We have invaluable experience and have worked with a large number of clientele, thus enabling us to do what we do efficiently and effectively. At Make it Happen we aspire to help organisational leaders build their confidence and capability in all that they do. We assist organisations in developing ways of creating profit and achieving social impact, whilst helping to develop an understanding of financial systems and ways of working that secure long term sustainability

You can find out more about our work at www.mihconsultancy.co.uk.

About the Seminars:

Value and Values: how do they play a part in business today?

Over the last few years there has been an increased interest in the 'added' value of services delivered within all sectors, but what does the 'added' bit mean?

At the same rate, the general public has become more interested in 'Values', in the 'ethical purchase' and the 'ethical organisation'.

By the end of this seminar you will understand the importance of Value and Values within today's marketplace and how you can embed them into your organisation to increase your Unique Selling Point.

Legal Structures for Social and Ethical Business

In this seminar we consider the economic landscape as a whole and identify the three main sectors of the economy. We take a look at the type of legal structures that are available to the economic sector and analyse the challenges and benefits in adapting these legal structures for Social and Ethical Businesses.

By the end of this seminar you will have an understanding of the current economic landscape in relation to social and ethical business along with raised awareness of the range of legal structures available.

Developing an ethical and values based culture in your organisation

For all social and ethical businesses their values are at the heart of everything they do, but very few go on to develop an ethics management structure which is essential for protecting your organisations legitimacy with stakeholders and society as a whole.

By the end of this seminar you will have an understanding of the importance of an ethics management system within your organisation and an opportunity to develop a Code of Ethics and ethics management plan for your organisation.

Working with Stakeholders

Social and ethical business is about people, the people both inside and outside your organisation. In this seminar we look at stakeholder mapping and dialogue, analyse stakeholders with power, influence and legitimacy and how to develop engagement plans that foster collaboration and cooperation.

By the end of this seminar you will have gained an understanding of stakeholder mapping and dialogue, have a raised awareness of stakeholder typology and had the opportunity to develop a stakeholder engagement plan for your organisation.

Diversifying Income Generation

Social and Ethical businesses are currently faced with a number of economic challenges with the reduction of public sector contracts, tougher trading conditions, and increased competition for funding and less people donating. In this seminar we will explore the different income generation possibilities available to your organisation, to develop your income potential over four key areas; Trading, Commissioning, Funding and Fundraising. By the end of this seminar you will have raised awareness of methods available to your organisation in order to generate sustainable income and had the opportunity to develop an outline income diversification plan for your organisation.

Measuring and Reporting your Social Value

Understanding your organisations social value and impact is an excellent method of demonstrating to your stakeholders the value your services have to them, the local community and to society as a whole. This seminar aims to introduce delegates to Social Value and Impact, providing practical knowledge and skills to understand and communicate your value and impact to society. During the seminar we will explore Social Value and Impact and find out more about current social accounting frameworks such as Social Return on Investment (SROI), Local Multiplier Effect (LM3), Social Account and Audit (SAA) and AA1000.

By the end of this seminar you will have gained an understanding of the terms Social Value and Impact, the frameworks available to you to help calculate, measure and communicate your Social Value and Impact and how they can be used to promote your organisation and develop your organisations sustainability.

Seminar presenters:

Nicola Dickins – Nicola has over 15 years experience within the Third sector, having worked for large charities and community organisations at a senior level. Having sat on the Department of Health Sounding Board for the Third Sector and Social Enterprise, she has contributed to the development of social value commissioning for Health and Social Care. Nicola has completed her MA in Social Enterprise Management and is currently embarking on her PhD in Social Value at Sheffield Hallam University. She is a non-executive director for Our Life and founding director of WISE Connections CIC. She is an associate of the Institute of Fundraising and CIPD.

Richard Dickins –Richard has over 15 years experience within the Third and Private sectors at operational and strategic levels and uses this blend of knowledge and experience to assist organisations in becoming sustainable. Richard is trained on Social Return on Investment assessments and sits on the methodology group for the development of the model and LM3. Richard has successfully developed tenders, new businesses and income potential for organisations totalling £45 million during his career. Richard is a Social Enterprise Mentor for Social Enterprise North West and Unltd, an RSA fellow and is a Council Member for Social Enterprise UK and SROI Network.