

## Cosmic: Leadership in Social Enterprise - FORTHCOMING WORKSHOP SERIES

Workshop Series Title: **BETTER LEADERS = BETTER BUSINESS!**

For latest workshop dates, venues and bookings: <https://goo.gl/gR96gp>

**Overview:** Having the necessary business skills to achieve long term sustainability is critical, but how many of us possess the natural leadership to inspire our team and share a vision of success yet to happen? Commitment, confidence, clarity, communication and an honest ability to understand ourselves are critical elements in a social enterprise leader's toolkit.

**Better Leaders = Better Business!** workshops are designed to develop those leadership and management skills. The workshops provide a chance to explore your leadership style, to share challenges and seek solutions to leading staff and volunteers through often choppy waters in a fast-changing environment. They provide a safe space to reflect on your own practise, and the vision and direction of your organisation. Drawing on examples from social and commercial enterprise, the workshops will help learners to build their own leadership toolkit, and thus increase the potential social impact their organisations can create.

Attendees registered through the Enhance Social Enterprise (Enhance SE) programme can also benefit from business mentoring, picking up on some of the themes addressed in this and other forthcoming workshops.

### **Workshop 1 - Know Yourself, Know your Strategy**

Leadership at a national level has never been under closer scrutiny, but what makes a good leader, and what are the challenges to good leadership, particularly in a social enterprise?

This workshop will help participants:

- identify their own leadership style;
- clarify the differences between leading and managing teams;
- and identify key areas to develop skills, experience and confidence, with a focus on organisational strategic development.

It will draw on social enterprise case studies, best practise and the latest thinking about Leadership, and provide some useful tools and tips for those in leadership roles.

### **Workshop 2 - Social Enterprise - What's The Vision?**

Social Enterprises exist to make a difference. Having clarity about the vision, values and ethos that drive your social enterprise is vital for any leader.

This workshop will help participants:

- explore ways to communicate that vision to a range of audiences;
- explore stakeholder engagement and relationship development;
- and consider social impact - gathering evidence, reporting and reviewing on your performance and difference made.

It will draw on social enterprise case studies, best practise and the latest Leadership thinking, and provide some useful tools and tips for those in leadership roles.

### **Workshop 3 - Strategic Marketing for Social Enterprise Leaders**

In a crowded market place, how do social enterprises get their message across, and what is the unique role of social enterprise leaders in building the distinct brand and reputation of their business?

This workshop will help participants:

- consider the Unique Selling Point of their social enterprise;
- revisit the role of the leader in developing marketing and growth plans;
- and explore as leaders how to consolidate their social enterprise through influence, partnerships and collaboration.

It will draw on social enterprise case studies, best practise and the latest thinking about Leadership and marketing, and provide some useful tools and tips for those in leadership roles.

### **Workshop 4 - Leading in Transition, and Staying the Course**

In a fast-changing environment, how do social enterprises develop flexibility and agility to respond to disruption, or to be the disruptor? And how do Leaders develop survival/success strategies to strengthen their personal resilience?

This workshop will help participants:

- explore strategies to make your business agile and responsive;
- and discover tips and tactics for developing personal resilience to sustain you as a social enterprise leader.

It will draw on social enterprise case studies, best practise and the latest thinking about Leadership, and provide some useful tools and tips for those in leadership roles.

**Audience:** These workshops will appeal to staff within social enterprises who are, or aspire to be, in leadership roles, whatever the size of the organisation. This may include team leaders, project leaders, CEO's, but not exclusively.

**Cost:** These workshops are FREE to social enterprises registered on the Enhance Social Enterprise ERDF Programme. Registering for the programme entitles eligible social enterprises to access up to 12 hours of support (through workshops and tailored mentoring), aimed at enabling social enterprises to grow their skills and expertise, and in doing so, grow their social business. All attendees will need to complete a short online registration form before attending the workshops. The link to the form can be found here: <https://www.heartofswgrowthhub.co.uk/gsp-apply/>. If not already working with another Enhance SE partner, please ensure, after the "Are you a social enterprise" question, that you add in the notes: "Please refer straight through to Enhance SE Support - Cosmic".

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