

## **Baker Brown Associates**

### **Professional Development for Social Enterprise Advisers**

*A nine-day training programme, offered by Baker Brown Associates, starting 6 October 2011 in Bristol, leading to the Institute of Leadership and Management (ILM) VRQ Level 5 Certificate in Social Enterprise Support.*

[www.bakerbrown.co.uk](http://www.bakerbrown.co.uk)

#### **Introduction**

This programme equips participants with the skills and knowledge to become certified social enterprise advisers. It is designed to meet the professional development needs of a wide variety of participants, ranging from freelancers to employees of national support organisations, who might be working with social enterprises on a full-time basis, or only occasionally.

The programme focuses on professional practice development. Participants are required to work with at least two client groups over a period of at least six months. They must also devise, implement and evaluate a personal development plan, demonstrate their understanding of social enterprises by writing a case study analysis, and show that they working to professional standards and ethics.

#### **Eligibility criteria**

This programme is open to all participants working in a business development role supporting social enterprise. Participants must be actively engaged in client support work during the course of the programme. Participants who have already achieved the ILM VRQ Level 5 Award in Understanding Social Enterprise are exempt from three days of the programme.

#### **Delivery Methods**

The programme consists of nine one-day workshops, held at monthly intervals. Each workshop is preceded by guided preparatory work, which generates materials for the workshop and assessment evidence for the qualification. Workshops last six hours each, and the preparatory work for each workshop takes a minimum of three hours to complete.

On enrolment, participants are given a programme handbook containing details of the qualification, the assessment requirements, the preparatory work, workshop notes, and sources of additional and supplementary learning materials. Participants are expected to read the workshop notes prior to each

workshop. The programme handbook also serves as a guide to good practice in promoting, developing and sustaining social enterprises; methods of working with clients; and professional practice standards.

Participants are required to conduct a case study investigation of an actual social enterprise, and to provide advice and support to at least two client groups over a period of at least six months. They are expected to keep a full record of their progress with clients as part of their preparations for the workshops.

The workshops will draw heavily upon the participants' investigations of their case study organisation, their work with clients, and their professional development at work. These practical experiences will be analysed in the workshop, to test the veracity of current theories and concepts of social enterprise, and to support participants' planning and decision-making processes when working with clients. Teaching methods include tutor-led seminars, group discussions, syndicate work, participant presentations of client work and practical exercises undertaken on an individual and group basis. In addition to the workshops, all candidates will be offered a minimum of three hours of personal tuition, in the form of either face-to-face meetings, telephone contact or email correspondence.

The course and qualification meets SFEDI Business Support standards<sup>1</sup> to 8 plus the SFEDI standards in Social Enterprise Support A to D.

The Certificate qualification satisfies the membership requirements for the Institute of Consulting (IoC) and the National Register of Business Support Professionals.

## **Programme Content**

The programme will address the following units:

- Understanding Social Enterprise (E5.01)
- Promoting Social Enterprise (E5.02)
- Developing Social Enterprises (E5.03)
- Sustaining Social Enterprises (E5.04)
- Personal Professional Development (E5.05)

Understanding Social Enterprise and Personal Professional Development are mandatory units for the Certificate qualification. In addition, learners must complete one of the optional units: Promoting Social Enterprise, Developing Social Enterprises or Sustaining Social Enterprises. In order to achieve the Certificate, candidates must attend the whole programme, and satisfactorily

complete the assessment requirements for the two mandatory units plus one optional unit. Participants who have already achieved the Understanding Social Enterprise Award are exempt from repeating this unit.

## **Assessment**

Candidates for the Certificate in Social Enterprise Support must complete the practical assignments and assessment tasks associated with three units. All candidates must complete the two mandatory units: Understanding Social Enterprise and Personal Professional Development. In addition they must complete the assessment work associated with one of the three optional units: Promoting Social Enterprise, Developing Social Enterprises and Sustaining Social Enterprises.

The Understanding Social Enterprise unit is assessed by a case study assignment focusing on an emerging or established social enterprise. Candidates are required to investigate the business model of the social enterprise, concentrating on its organisational and financial structures, and identifying the support needs of the organisation. Candidates are also required to suggest improvements to their case study organisation, based on comparisons with other social enterprises.

The Personal Professional Development unit is assessed by means of the candidate assembling a portfolio of their personal development activities over a minimum of six months. The portfolio should contain evidence of their personal development needs and plans, personal and service reviews of their work with clients, their network development activities, and the steps they have taken to improve their skills and performance as social enterprise advisers.

The three optional units share a common approach to assessment, although the assessment criteria are specific to each unit. Candidates will be enrolled on the unit which most closely matches their work as social enterprise advisers and the development stage of their clients. All three units require candidates to maintain a portfolio of their work with clients, providing evidence of the approach taken to advising clients, and the meetings and progress they have achieved with clients, together with feedback from the clients themselves on the performance of the candidate.

## **Programme delivery**

The programme is delivered by Jim Brown, principal consultant for Baker Brown Associates. Jim has over 25 years experience as a consultant to third sector organisations including charities, community groups, co-operatives and other forms of social enterprise. He was responsible for researching and

devising the original SFEDI National Occupational Standards in Social Enterprise Support in 2005, and for developing the Social Enterprise Support qualifications with the ILM in 2007.

### **Fees**

The fees for the programme are £1,550 plus VAT. A discount of 10% is available for participants who are self-financing or work for small organisations with an annual turnover below £100,000.

The course fees include student registration with the ILM. It also includes tea and coffee at the workshops, but does not include lunch. There are numerous places to buy food locally.

### **Venue**

The programme will be held at The Hub, 3rd Floor, Bush House, 72 Prince Street, Bristol BS1 4QD. It is located in the centre of Bristol and is a 15 minute walk from Bristol Temple Meads Station.

### **Further enquires**

Please contact Jim Brown at Baker Brown Associates for a pre-enrolment discussion about your professional development needs and the suitability of this programme: [jim.brown@bakerbrown.co.uk](mailto:jim.brown@bakerbrown.co.uk) Telephone: 0117 9250824

<b>Programme summary</b>		
Workshops start at 10.15am and finish at 4.45pm each day		
<b>Date</b>	<b>Preparatory work</b>	<b>Workshop contents</b>
Thursday 6 Oct 2011	CV and career background Skills analysis and personal review	<b>Induction</b> <b>Personal development plans</b>
Thursday 10 Nov 2011	Finish personal development plan Recruit case study organisation Write case study background	<b>Social enterprise model</b> Competitive advantage Values and purpose Social impact
Thursday 15 Dec 2011	Recruit two client groups Write client background description	<b>Working with clients</b> Support styles Diagnostics and action plans Work agreements and contracts Client meetings Client feedback
Thursday 12 Jan 2012	Keep client meeting logs Secure client work agreements Design service review mechanisms	<b>Social enterprise development phases</b> Pre-starts Start-ups Growth and sustainability
Thursday 9 Feb 2012	Keep client meeting logs Assess clients' organisational needs	<b>Revenue finance</b> Interpreting financial data Improving competitiveness Financial management
Thursday 15 Mar 2012	Keep client meeting logs Assess clients' financial arrangements Professional network analysis	<b>Organisational and legal structures</b> Membership and ownership Governance Legal formats and incorporation
Thursday 19 Apr 2012	Keep client meeting logs Complete personal review Obtain client feedback	<b>Capital finance</b> Types of capital Sources Community investment
Thursday 17 May 2012	Keep client meeting logs Review client progress Obtain client feedback	<b>Business development</b> Viability of social enterprise proposals Business plans Sustainability strategies
Thursday 14 Jun 2012	Conduct service review Review professional network Review personal development plan	<b>Personal and service reviews</b> Continuing professional development Review and improve own support practices

## ILM Level 5 Certificate in Social Enterprise Support

### Enrolment form: Programme commencing 6 October 2011

<b>Surname</b>	
<b>First name</b>	
<b>Organisation name (if applicable)</b>	
<b>Work address</b>	
<b>Postcode</b>	
<b>Telephone no.</b>	
<b>Email address</b>	

#### Please indicate which of the following eligibility criteria you satisfy

Please contact Jim Brown at Baker Brown Associates for a pre-enrolment discussion about your eligibility for this programme:

[jim.brown@bakerbrown.co.uk](mailto:jim.brown@bakerbrown.co.uk) Telephone: 0117 9250824

I am currently working in the field of social enterprise and providing social enterprise support to clients	Yes		No	
<b>Exemptions</b>				
I have already achieved the ILM Understanding Social Enterprise award. (please state the name of the approved centre and date awarded)	Approved centre name:			
	Date:			

**Fees:** £1,550 plus VAT. A discount of 10% is available for participants who are self-financing or work for small organisations with an annual turnover below £100,000. (Tick which fee applies to you.)

£1,550 + VAT = £1,860

£1,395.00 + VAT = £1,674.00

**Please state who invoices should be sent to** (if not the same as above) (You will be invoiced for 50% in October 2011 and the remaining 50% in February 2012.)

<b>Name</b>	
<b>Organisation name</b>	
<b>Address</b>	
<b>Postcode</b>	

## ILM Registration Details

The following details are required to register you as a candidate with the ILM. If you are successful, your certificate will be sent to your home address.

<b>Home address</b>	
<b>Postcode</b>	

<b>DATE OF BIRTH</b>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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<b>GENDER</b>	MALE	<input type="checkbox"/>	FEMALE	<input type="checkbox"/>
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**Do you have a disability or health problem which affects your ability to carry out normal day to day activities?**

Yes  No  Prefer not to say

**Do you have any special learning support needs? (If yes, please describe below)**

Yes  No

**To help us see how our Equal Opportunities policy is working, please tell us to which of these groups you belong:**

**Asian or Asian British**

Indian  Pakistani  Bangladeshi  Other

**Black or Black British**

African  Caribbean  Other

**Mixed – White and**

Black African  Black Caribbean  Asian  Other

**White**

British  Irish  Other

Chinese  Other

I would like to enrol on the Professional Development for Social Enterprise Advisers training programme

<b>Signed</b>	<input type="text"/>	<b>Date</b>	<input type="text"/>
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Send to: Baker Brown Associates, 31 Ambrose Road, Bristol BS8 4RJ