

Don't lag behind on **SOCIAL VALUE**

Join a Social Value Action Learning Group!

If you want to evidence your social impact but feel overwhelmed by the tools and methods or struggle to find the time to get started and keep going, our new 'Social Value Action Learning Groups' could be the solution >>>

- ✓ Join a group of social enterprise or VCS peers at the same stage as you (ask about forming a dedicated group for your organisation or project)
- ✓ Start and complete your first impact measurement exercise in 'real time'
- ✓ Expert guidance and support using SROI, Social Accounting and other popular tools, tailored to your needs
- ✓ Regular meetings, support and resources to keep you on track
- ✓ Get the evidence you need to win contracts, open doors to new opportunities and improve services
- ✓ Professional and business development experience rolled into one!
- ✓ Learn to do it yourself; great investment for future cycles



MEASURING & MARKETING **SOCIAL VALUE**
FOR **COMPETITIVE ADVANTAGE** TRAINING & CONSULTANCY



Social Value Action Learning Groups are facilitated by social impact practitioners Dave Lane, Development in Social Enterprise, and Ranjit Bansal, DYNAMIC Marketing.

The goal is for each participating organisation to complete an impact measurement exercise from scoping to reporting. Crucially, the action learning approach helps group members to embed what they learn within their own organisations for future cycles.

What is action learning?

Action Learning involves forming a group of people who go through a structured and facilitated cyclical process to address complicated issues and learn from one another.

What can I expect to gain?

Group members gain both practical understanding and first hand experience of social impact measurement tailored to their needs. The group environment facilitates the learning and also provides the space and momentum to take action.

What will be covered?

The programme takes the form of an 'Action Learning Set' that meets regularly. Each meeting focuses on a particular stage in the impact measurement cycle.

What level of commitment is required?

It can take anywhere between six months to a year to complete the process so commitment is needed to attend several meetings and undertake impact measurement activity. Meetings take place at venues convenient for members.

Is it for me?

This opportunity is ideally suited to senior staff who have the responsibility and, importantly, the capacity to see through the process. No prior knowledge or experience of impact measurement is necessary.

How much does it cost?

Each place costs £450 which includes all meetings and resources. Costs for in-house groups are available on application.

If you are interested in joining a Social Value Action Learning Group, or would like to discuss an in-house option, please email info@disecic.org or call **0121 667 6810**.

To view our programme of Social Value workshops visit:

www.SocialValueEvents.eventbrite.co.uk