

What is my social purpose?

Lesson Plan

1 Overall Aim

To reflect on personal motivations and aspirations for wanting to 'make a difference' [LO1, LO2, LO4]

To clearly identify the specific 'difference' or 'social purpose' that the new venture is trying to achieve [LO1, LO3, LO4]

To identify what distinguishes a 'social enterprise' from other types of 'business', and to ensure that this focus on 'social impact' is deeply embedded within all plans and strategies [LO3, LO4, LO5] *

2 Learning Outcomes

LO1 Participants will be able to understand their own personal motivations for wanting to set up an enterprise with a particular 'social purpose'

LO2 Participants will be able to identify their own skills and strengths and how these might be used for social entrepreneurship

LO3 Participants will be able to articulate how their own venture is driven by a desire to make a social impact

LO4 Participants will be able to reflect on personal values and explain how these shape the structures, processes and cultures of own social enterprises *

LO5 Participants will be able to embed a commitment to social impact into the fabric of all business planning

LO6 Participants will be able to identify potential support networks to further development of their social enterprise

* it is noted that the interpretation of these might differ in UK and French contexts

3 Duration

This module has been run over two sessions (10am-2pm, including lunch) and as one full day (10am-4.30pm, including lunch). The schedules for both of these models are included here. There are two sets of PowerPoint slides to reflect this.

4 Start Date

Piloted in October/November 2019 (Dartington, Devon). Piloted in December 2019 (Carhaix, France). Rolled out to other partners for using from January 2020.

5 Module Structure

TWO HALF-DAY MODEL: Session 1	
9.45am	Arrival and refreshments
10.00am	WELCOME / GETTING STARTED
	<p>Welcomes Icebreaker</p> <p>Aims for today Negotiating ground-rules Aims / structure / expectations Support structures Practicalities (claiming expenses, sending apologies etc.)</p> <p>Why women in enterprise? What is a social entrepreneur? What is a social enterprise? Why is thinking about 'social purpose' important?</p> <p>[This can be adapted, depending on the context and needs of the group]</p>
11.00am	PERSONAL MOTIVATIONS, VALUES – what is <i>my</i> social purpose?
	Life map [Activity sheet at end of this pack] [1 hr]
12.00pm	Coffee Break
12.15pm	PERSONAL MOTIVATIONS, VALUES – what is <i>my</i> social purpose?
	Exploring 'ikigai' ('reason for being') [Activity sheet at end of this pack] [1 hr]
1.15pm	Lunch Break
2.00pm	SOCIAL ENTERPRISES – what is <i>our</i> social purpose?
	<p>Witness session – a female entrepreneur from established social enterprise with a story to tell about how they have identified own social purpose and developed a business from this – should also share pitfalls and problems with realising their ideas. Fairly informal conversational format [1 hr]</p> <p>[Each provider to choose someone suitable for their context. Guidance on how to</p>

	choose a witness included at end of this pack]
3.00pm	Coffee Break
3.30pm	Each participant to have 5 minutes to write down all their ideas for their own social enterprise. Then to take 60 seconds to 'pitch' ideas to rest of the group. [30mins]. Guidance given for facilitators on notes section of slides.
4.00pm	CLOSING / ENDINGS
	Looking ahead – state intentions on what participants might reflect on before next session Detailed feedback activity Closing round [This can be adapted, depending on the context and needs of the group]
4.30pm	End

6 Detailed outlines of proposed activities

6.1 Life Map

6.2 Exploring 'ikigai'

6.3 Witness session info

1. 6.1 Life Map

Stage 1:

[up to 15 mins]

See slides for examples of what a life map might look like. On own:

Instructions from facilitator:

Taking pen and paper, draw a map of your life's journey up to now. Let it flow like a stream in a wandering line around the page, from your birth up to the present moment. Along the line draw symbols or pictures to convey significant events that enriched or redirected the course of your life and your sense of purpose.

[up to 15 mins – 5 mins each, plus some time for explanation and swapping]

In pairs:

Instructions from facilitator:

You can share as much or as little of your life map as you wish. Share some of your your map with your partner. Their job is not to comment, but just to listen, and possibly to ask invitational questions for you to say more if you wish. There is no pressure to say more than you want. When you have talked through your map, focus on your options for the future trajectories. At this point, your partner might want to ask questions to help you to think about your 'social purpose'

Swap over, and repeat.

[up to 10 mins]

On own:

Look again at your map ...

When you get to the present, think of different trajectories you are considering taking in the future; draw them in dotted lines out from the point of Now, each perhaps with its own image or icon.

[up to 15 mins] Pairs / small groups

Invitation to share reflections on the process, especially in relation to the following:

- What ideas do you have?
- Where do you want your life to go next?
- How has your life so far shaped your visions?
- What is your 'enterprise' or 'business idea'?
- Other open-ended questions?

Resources

Pens and paper, other art materials if you want to be creative Timer / bell

6.2 Exploring ikigai Background

Ikigai is a Japanese concept about 'reason for being'. Each person's ikigai is personal to them and specific to their lives.

The word comes from: **iki** (life; alive) and **gai** (value; worth, reason for living). There are four key questions:

1. Are you doing something you love?
2. That the world needs?
3. That you are good at?
4. That you can be paid for?

(this fourth question is a Western adaption and does not feature in the original Japanese concept, but it does seem a pertinent question for social entrepreneurs)

Where these four elements overlap, there is ikigai (reason for being).



This could be a useful concept for participants to explore, particular as it helps to focus on social purpose, skills, demand (market), and the potential to generate funds.

Exploring Ikigai - activity

Stage 1: [up to 15 mins]

Facilitator to briefly explain the concept of ikigai and its origins

Facilitator to show diagram, and give an example (from their own experience, from a fictitious situation, or using a witness who has set up a social enterprise)

Stage 2: [up to 15 mins]

On own: participants to fill in blank template for ikigai (on next page)

Stage 3 [up to 15 mins]

Small groups: each person to share diagram (briefly), and especially to focus on any challenges or obstacles to finding 'ikigai'

Group discussion on whether this is a useful model, and if so, what they each need to do to make the most of it (this might involve reflecting in more depth, making some decisions about where to focus, working a way through obstacles)

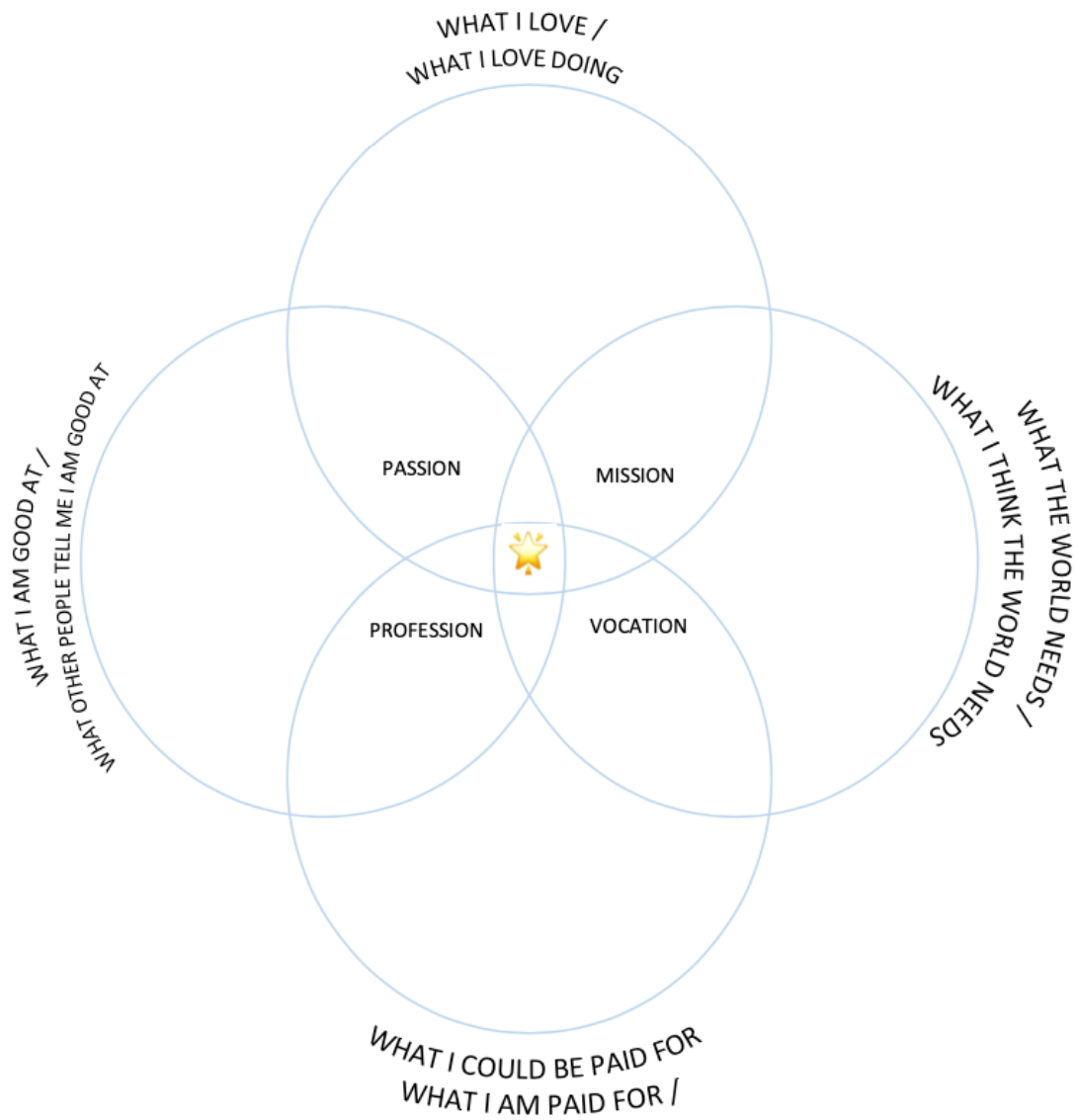
Stage 4 [up to 15 mins] Whole group:

Invitation to share reflections on the process, especially in relation to the following:

- How did you find the process of reflecting on all four elements?
- How easy or hard was it to find the central overlap – the ikigai?
- Does this activity help you to reflect on your 'social purpose'?
- How do you want to move forward from here?
- Other open-ended questions?

[Questions for facilitators to consider – how do we support participants to identify their skills, interests, aspirations, loves if they are not able to do so? How do we support participants to find the central overlap (ikigai) if it is not obvious, or if there might be multiple responses?]

Reflecting on my 'reason for being'?



6.3 Witness Sessions What is a ‘witness’?

A witness is a real-life role model for women setting up social enterprises. We choose women who have set up social enterprises, and who have a story to tell about this. Many of our witnesses have previously completed a programme at the School for Social Entrepreneurs, but not all of them.

A witness comes into the programme and does a session of one hour (including questions). We ask them to tell their story in whichever way they choose. They often will show some photos to illustrate their journeys.

We do have a budget to pay witnesses. We pay them a flat rate of £100, plus travel expenses.

How we choose witnesses for AWE

For the pilot programme, we have chosen witnesses who live and work in Plymouth. Their enterprises are very closely integrated within the community, and we are hoping that they might eventually form part of a network of support for our participants. We have deliberately chosen women who are personable and ‘down-to-earth’, as we did not want witnesses who might appear intimidating. We want our participants to feel inspired, but also to feel that their own dreams of setting up enterprises are not unrealistic.

The witnesses we have chosen for this programme are parents of relatively young children. They are both embedded in the communities in which they work. They are both able to tell stories of some of the challenges of being women in business, as well as inspiring people with their journeys and their successes. They have set up their enterprises within the last 10 years.

We explained that the purpose of this module is to support participants to identify their ‘social purpose’ and to ensure that their enterprises are built on this. The witnesses made sure that their own stories reflected their own journeys in relation to this.

Information we give to witnesses

Witness sessions are a vital part of the AWE programme. All of our witnesses are women. This is deliberate, as we want to offer inspirational stories and potential role models for our participants. This does not mean that you have to pretend that everything has gone smoothly and that you have encountered no problems – in fact, we are hoping for ‘real-life’ stories that our participants will be able to relate to.

We are hoping that you will share your story – how you began, why you are driven to do this, your journey so far, some of the issues you have encountered on your way and how you have overcome this. Given that you are an SSE Fellow, we would also love you to give our participants some advice on how to make the most out of the programme.

Ideally, we would ask you to share your story for about 45 minutes, thus leaving 15 minutes for questions and interaction with participants.

Feel free to use PowerPoint or handouts if you wish, but this is not a requirement. We recognise that there are many ways to tell a good story!