



From Grant Dependence to Social Enterprise:

Using the *Business Model Canvas* Tool for Social Business Planning

Price: £59

Offer: When two delegates from one organisation pay, a third delegate attends free*

At a time of fierce cuts and an acutely competitive environment for the voluntary and public sectors, the need for an entrepreneurial approach to strategic and business planning has never been greater.

The Tool

The *Business Model Canvas*© is a truly innovative, highly visual and participatory tool to help you understand how your organisation creates, delivers, and captures value, and to build a powerful business model to achieve financial sustainability and growth.

Launched 6 years ago by Alexander Osterwalder, in less than 2 years it was being used by companies like Deloitte, Ericsson, 3M and others, gaining rapid recognition for its fun, creative approach and significant business impacts.

You can draw inspiration from the 15,000 post-it note approach to designing the organisational structure of a global company in Brazil, or use its free software as a strategic planning tool. You can use it as a platform to move from a grant-focus to an entrepreneurial focus or as a tool to generate and demonstrate sophisticated stakeholder involvement in strategy. The applications are many and powerful.

This workshop will be at the cutting edge of adapting and adopting this powerful tool in a non-profit context.

The Trainer

Zainab Hassan is a social entrepreneurship consultant with experience of working with grassroots organisations, mid-range social enterprises, and international corporations. She is also one of “UWE UnLtd do it award winners 2013” for this training programme. With a first class business degree,

she has specialised in the application of the *Business Model Canvas* tool to the UK social enterprise sector.

Learning Outcomes

By the end of the workshop you will have a good grasp of what *Business Model Canvas*© is, how it works, and how it is directly relevant to your organisation. You will also have made a guided start on applying it to your financial and strategic opportunities and challenges, and you will leave equipped to take the process forward on your own.

*The third attendee attends free, provided all three attendees are from one organisation.

** www.businessmodelgeneration.com ©

Booking form

Please fill in this form if you are interested in attending the training.

Name:	
Role / job title:	
Organisation:	
Services you provide:	
Address:	
Postcode:	
Telephone:	
Email:	
Learning aims for this course:	

To reserve a place or for further information, email info@growthvantage.co.uk with your completed forms.

To register send a cheque for £59/person payable to:
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