



socialvalue
BUSINESS

**FROM £3,750 PER
ORGANISATION
(BASED ON 10 ATTENDEES)**

SOCIAL VALUE DEVELOPMENT PROGRAMME

Everything you need to grasp, create and maximise social value.

This programme is designed for social value leaders, CSR professionals, business development executives, quality control experts, and those who are passionate about understanding and implementing social value in an organisational context.

It offers modules tailored to your needs - whether you're looking to align social value to your organisation, or simply support selected team members to build their knowledge and skills.

Expect plenty of interaction, practical worked examples and take-outs that can be implemented quickly.

In Summary

- **Length:** 7 modules (approx. 28 hours total).
- **Time:** Delivered flexibly over 7-14 weeks.
- **Format:** Online videoconference learning.
- **Style:** A varied and engaging blend of presentation, facilitated discussion, group exercises, workshops and Q&A.
- Delivery and live support by Social Value Specialists.
- **Commitment:** Modules can be commissioned together or individually.

The Benefits

- A detailed understanding of social value and its relevance in today's world.
- A solid grounding in effective, end-to-end social value management - from planning and framework design, to delivery, reporting and continuous improvement.
- The ability to align social value to your strategic goals, to accelerate growth, build loyalty and support culture change.
- The knowledge to identify, engage and tailor your social value strategy to different audience groups. A detailed understanding of social value and its relevance in today's world.

Module 1: The Social Value Landscape

Length: 2 hours

Outcome: A detailed understanding of social value, its intricacies and application.

- Definition and creation of social value.
- Essential terminology.
- The current landscape, including frameworks, standards, and legislation.
- Factors influencing the world of social value.
- Best practices and guidance.
- An open forum for Q&A.

Module 2: Social Value Planning

Length: 6 hours

Outcome: Skills to map, prioritise, measure, and report social value efficiently.

- Recognising the needs associated with social value.
- Stakeholder mapping: power, influence, legitimacy.
- Charting future commitments and objectives.
- Preparations for research, quantifying, and reporting.
- Strategies for maximising Return on Investment.
- Creating a coherent social value plan with milestones.
- Understanding roles and responsibilities.

Module 3: Analysis & Measurement

Length: 6 hours

Outcome: Expertise in tracking, understanding, and managing changes experienced by stakeholders.

- Grasping the influence and effects on stakeholders.
- Measuring tangible changes (outcomes).
- Assessing the broader impact of changes.
- Comprehending outputs and their regularity.
- Recognising and capturing both direct and indirect value.
- Embedding social value in all tiers of organisational decision-making.

Module 4: Calculating Social Impact and Value

Length: 4 hours

Outcome: Knowledge of how to quantify, manage and incorporate social value into organisational delivery and performance.

- Techniques for calculating Social Return on Investment (SROI).
- Understanding and quantifying local value and its benefits.
- Strategies for effective social impact management.
- Measuring organisational influence and accountability.
- Infusing social value into strategic planning processes.



Module 5: Reporting and Communication

Length: 4 hours

Outcome: The confidence and skills to ensure transparent reporting and impactful communication.

- How effective communications and engagement can unlock social value.
- Putting social purpose at the heart of your brand story.
- Segmenting your audiences and objectives.
- Tools and techniques for impactful and transparent social value reporting.
- Addressing and navigating reporting challenges.
- Effective strategies for communicating social value.

Module 6: Continuous Improvement and Evolution

Length: 4 hours

Outcome: Clear strategies to continuously refine and elevate social value strategies, keeping pace with evolving trends.

- Assessing the effectiveness and ROI of social value initiatives.
- Leveraging performance management to aid strategic and operational decisions.
- Innovations in the realm of social value.
- Evolving and refining the organisation's USP in terms of social value.

Module 7: Ethical Considerations in Social Value

Length: 2 hours

Outcome: A greater sense of ethical awareness and the ability to make informed decisions in the context of social value.

- Navigating ethical challenges in social value.
- Responsibilities towards stakeholders.
- Striking a balance between profit motives and social value.
- Addressing conflicts and ethical challenges.
- Insights from real-world case studies.



"As a speaker, Richard is highly engaging. He tailored the material to suit a range of audiences and made each example relevant to the range of services they delivered. This made the sessions useful even for very 'hands-on' clinical staff. He was great at involving the audience and securing their participation, even when we were in unfamiliar territory."

Suze Elsmore
Humber Teaching NHS Foundation Trust

Why train with Social Value Business?

If you want to learn from down-to-earth practitioners who can share their infectious passion for social value, you've come to the right place. Our speakers are all highly engaging, pragmatic and understand the commercial realities of the workplace – based on years of industry experience.

SVB is a UK leader in social value measurement, development and training. For over 20 years, we have worked with organisations from all sides of the economy, including many of the UK's best-known brands.



Get in touch:

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