



**socialvalue**  
BUSINESS

**FROM £2,750 PER  
ORGANISATION  
(BASED ON 10 ATTENDEES)**

## **SOCIAL VALUE MEASUREMENT AND CALCULATION**

This programme is designed for social value leaders, CSR professionals, business development executives, quality control experts, and anyone who needs a detailed understanding of how to measure and calculate value.

If you've ever wondered how to arrive at a Social Return on Investment (SROI) figure, establish the right approach and proxies, or map value by stakeholder group, this course is for you.

### **In Summary**

- **Length:** 4 modules (approx. 18 hours total).
- **Time:** Delivered flexibly over 4-8 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.

### **The Benefits**

- A detailed understanding of social value and its relevance in today's world.
- The skills to plan, manage, embed and report social value effectively.
- Knowledge of how to maximise social return based on the benefits delivered by stakeholder group.
- The confidence to embed social value in all levels of decision-making, based on value intelligence.
- Techniques for calculating Social Return on Investment and local value.

## 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.





*"SVB developed and delivered training to keep our members updated on recent policy changes. The work delivered has been second to none, helping several of our member contractors to not only measure social value at pre-tender stage but then to continue to monitor this through the lifetime of their projects - something SMEs find difficult to do.*

*SVB has a fantastic way of demystifying social value and providing helpful hints and tips to businesses to aid planning and delivery. I would highly recommend SVB to any business exploring the world of Social Value."*

**Lorraine Gregory**  
Director, CECA Midlands Ltd

## 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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