

Workshop on Social Entrepreneurship – NGO Trust Fund

Course Contents

Session 1	Creativity, Creativity Techniques in NGO context Exercise: Creativity Techniques & applications
Session 2	Innovation
Session 3	Innovation Culture and Innovation Management Exercise: From ideas to Social Business Opportunities
Session 4	Linking Creativity, Innovation and Entrepreneurship Entrepreneurship Theory Exercise: Case Study
Session 5	Transformational Leadership and Entrepreneurs – Spiritual Leadership Exercise: Leadership and Team Building
Session 6	Entrepreneurship, Poverty Alleviation and Social Peace Exercise: Case Study
Session 7	Social Entrepreneurship, The Social Entrepreneur Social Enterprise
Session 8	“Business Planning” “Industry Analysis” – Analysis of the Internal Environment Exercise: Strengths & Weaknesses of NGO’s
Session 9	“Business Planning” “Industry Analysis” – Analysis of the External Environment Exercise: Opportunities and Threats for NGO’s
Session 10	TOWS Matrix – SWOT Analysis – “Business” Options Exercise: SWOT for an NGO
Session 11	Sources of Social Entrepreneurship Opportunities The Non-Profit Business Plan
Session 12	Business Planning for Not for Profits
Session 13	Not for Profits Business Plan Outline Executive Summary, Environmental Scanning for Opportunities
Session 15	Management Team/Organisational Structure The NGO and its “Market”
Session 16	Marketing and Fundraising Strategies Exercise: NGO Marketing Mix
Session 17	Financial Planning for NGO’s
Session 18	Goals and Objectives with a Timeline Exercise: Goal Setting
Session 19	Risk Assessment/Appendix section
Session 20	Model Business Plan for an NGO