



Template for the development of the training material

Module 5: Financial and Economic Sustainability of SE

LU: Strategic planning and the life cycle of Social Enterprises (N17)

Partner: University of Ljubljana, Slovenia



WORK-BASED LEARNING (10 Hours)

Choose a social enterprise that operates in your community or the social enterprise in which SocialB WBL takes place. The purpose of your paper is to analyse the enterprise life cycle. The social enterprise should not be large (i.e. it should not have more than 50 employees) and the goal is to talk to the founders of the social enterprise (rather than the current director).

Step 1. Conversation with a social entrepreneur

1. How did they go about opening a new business? What was their aim when they decided to start a new business?
2. Did they prepare a strategy for developing a new business?
3. Did they prepare the strategy themselves or with help? Who helped them? With whom did they collaborate?
4. Did they only have the strategy in their head or did they write it down?
5. Is it possible to work out a strategy at a later stage when the enterprise was already operating?

Step 2. Enterprise life cycle

1. Describe the life cycle of the selected enterprise, the stages it has gone through so far.
2. What stage is it currently in?
3. What decisions has it made at each stage?

Step 3. Reflection

1. Describe what important lessons about strategic planning you have learned from writing this paper.
2. What would you do differently if you were in the role of the social entrepreneurs?
3. Post a photo (of the social entrepreneur, the product, etc.) and a statement from the social entrepreneurs that you find particularly important or interesting (e.g., their opinion on why strategic planning is important; or advice that might help you in the future).