

## **LU 12: Leadership and communication for maximum Impact (N12)**

### **Human Resources**

**Partner: Olympic Training, Greece  
Ballyhoura Development, Ireland**



## WORK-BASED LEARNING (12 Hours)

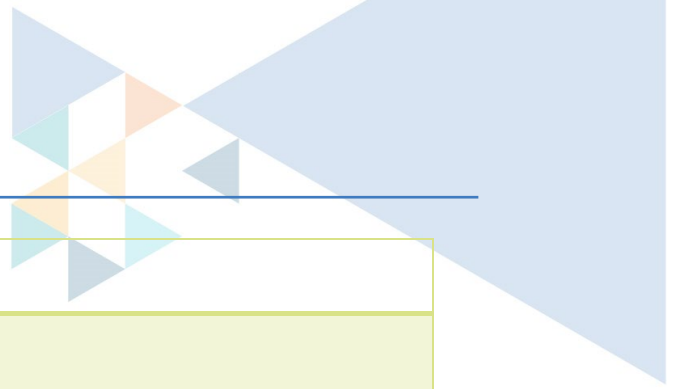
**Pick a Social Enterprise which is operating in your community and develop the following activities:**

1. You are the initiator of a social business idea and in fact you have just started the processes for the creation of Social Enterprise. For this to be achieved, a lot of things need to be done such as attracting volunteers, capturing the attention of funders and donors, engaging of Members of the Board, and motivating employees. Common ground for these procedures is the communication of the actual Purpose of the SE.

1.A Describe in brief the Purpose of the SE and how you come up with this idea (no more than 300 characters).

### SE's Purpose

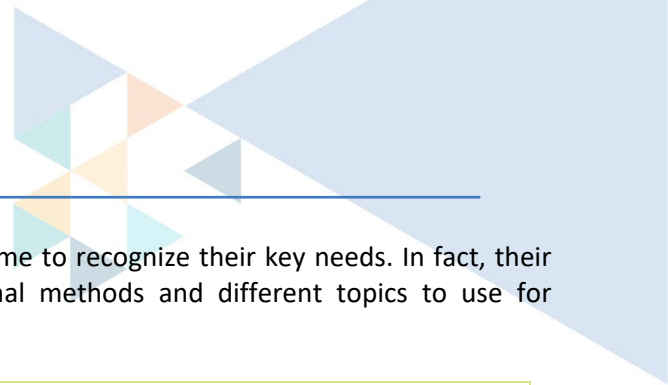
1.B Based on the purpose of the SE identify three different target groups that you as a Leader should communicate the SE's social mission and values. Highlight the importance of capturing the attention of each one of these target groups/ audiences by showcasing their contribution to the SEs establishment.



Target Group/ Audience A	Content
Name of the Target group category	
Special characteristics (if any)	
How to reach them	
What do you expect to obtain from them?	
What are they willing to provide to the SE?	

Target Group/ Audience B	Content
Name of the Target group category	
Special characteristics (if any)	
How to reach them	
What do you expect to obtain from them?	
What are they willing to provide to the SE?	

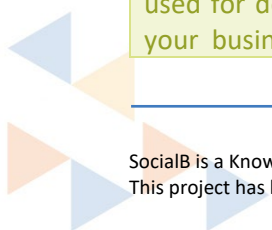
Target Group/ Audience C	Content
Name of the Target group category	
Special characteristics (if any)	
How to reach them	
What do you expect to obtain from them?	
What are they willing to provide to the SE?	



1.C. Now that you have identified your key audiences it is time to recognize their key needs. In fact, their needs will be your “guidelines” about the communicational methods and different topics to use for communicating the story of your social Business.

Target Group / Audience A	Content
What is their socio-demographics?	
What are their needs to be met through the SE?	
What kind of emotional influence upon stakeholders will be pursued? (eg capturing attention, making connection, inspiring action)	
What type of narrative should be used?	
Which types of communicational tools will be used for delivering the story of your business?	/?

Target Group / Audience B	Content
What is their socio-demographics?	
What are their needs to be met through the SE?	
What kind of emotional influence upon stakeholders will be pursued? (eg capturing attention, making connection, inspiring action)	
What type of narrative should be used?	
Which types of communicational tools will be used for delivering the story of your business?	/?



Target Group / Audience C	Content
What is their socio-demographics?	
What are their needs to be met through the SE?	
What kind of emotional influence upon stakeholders will be pursued? (eg capturing attention, making connection, inspiring action)	
What type of narrative should be used?	
Which types of communicational tools will be used for delivering the story of your business?	/?

1.D. Now that you have recognized the key needs of your target audiences and the communicational methods and tools to be used, you should modify accordingly the narrative of your SE's purpose so as to meet each target groups needs.

### SE's Purpose Narrative for Target Group A



**SE's Purpose  
Narrative for Target Group B**

Empty box for the SE's Purpose Narrative for Target Group B.

**SE's Purpose  
Narrative for Target Group C**

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