Social Enterprise Academy

learning to change the world

Peer Learning, Social Franchising, and Who's Following You?

David Bryan, H&I Manager

OUR VISION
A society which combines economic activity with community benefit, led by dynamic social entrepreneurs wherever we may find them.

OUR MISSION
To contribute to this
change through
learning & development
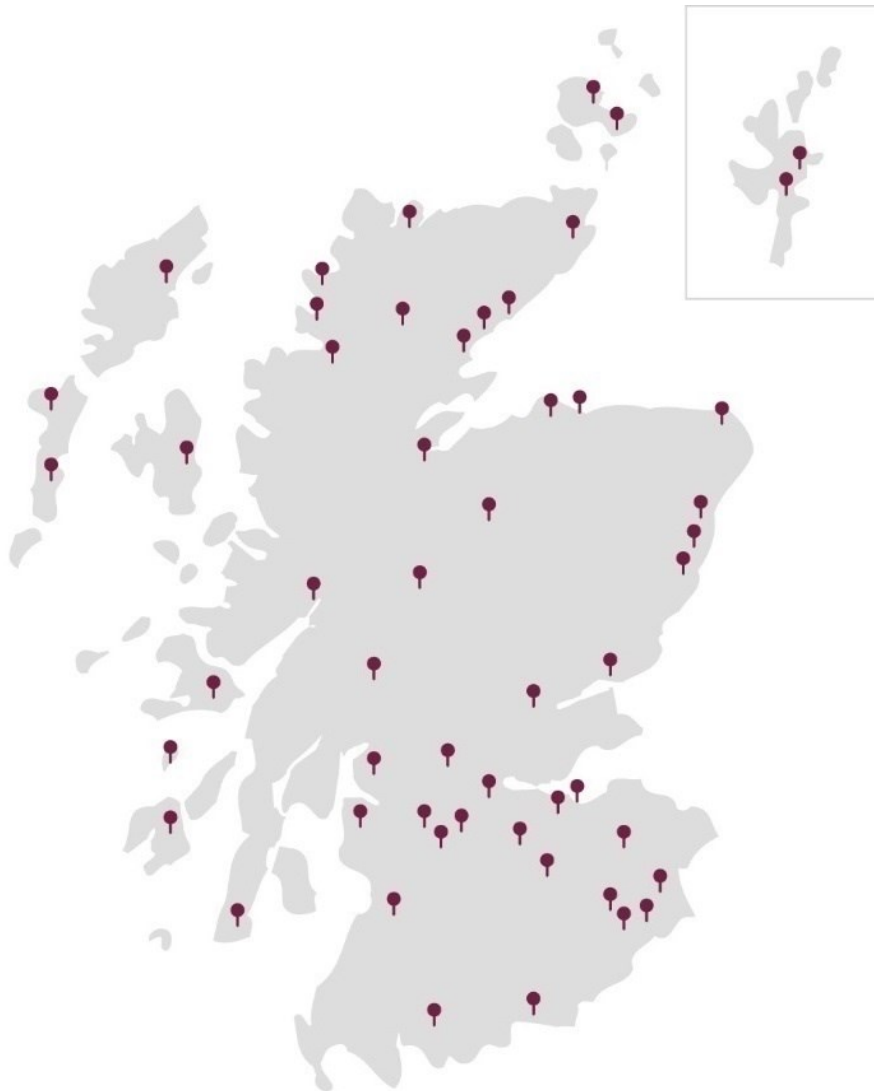
Interacting with others

Your challenge:

1. Choose two people at random

2. Get equidistant to them

3. Keep equidistant to them

Our learning progammes

- Leadership
- Enterprise
- Social Impact

- ▶ Practitioner-led
- ▶ Peer learning based
- ▶ Action learning techniques

Where we work

CURRENT SEA HUBS

Southern Scotland

Highlands & Islands

South Africa

Australia

Wales

Quality & continuous improvement

Her Majesty's Inspectorate of Education

European Framework for Quality Management

Quality

Scottish Government Framework

Community of practice

EFQM
Committed to excellence

ilm
Accredited Centre

"The illiterate of the 21st Century will not be those who cannot read and write.

They will be those who cannot *learn*, *unlearn* and *relearn*."

Two Paradigms of Learning

Expert Model

Directive

Assumption based

One to many

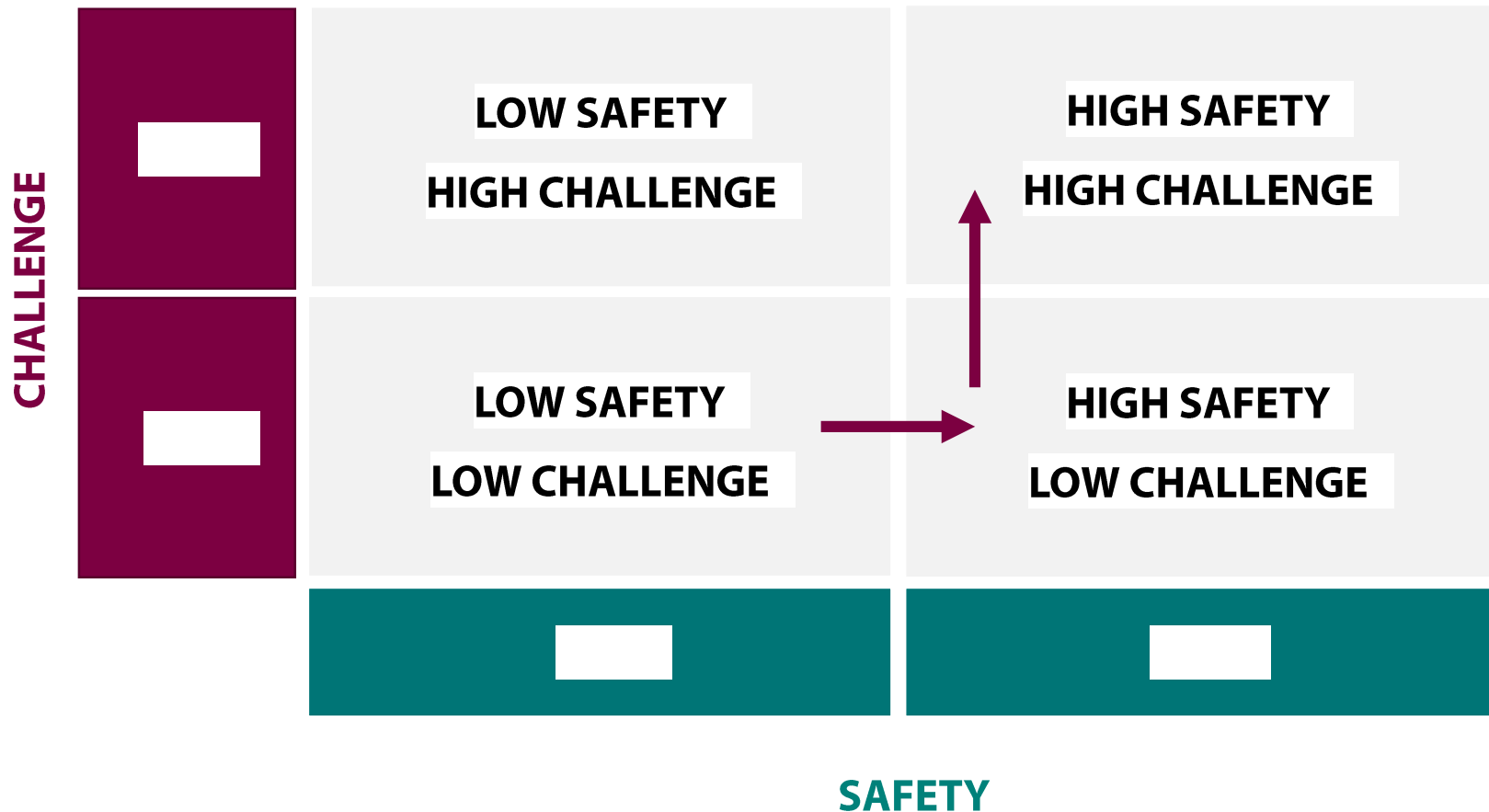Learning has an end point

Peer Learning

Non-Directive

Makes no assumptions

Many to Many

Learning is potentially infinite

High Challenge : High Safety / Support

CHALLENGE

SAFETY

	LOW SAFETY	HIGH SAFETY
HIGH	**LOW SAFETY** **HIGH CHALLENGE**	**HIGH SAFETY** **HIGH CHALLENGE**
LOW	**LOW SAFETY** **LOW CHALLENGE**	**HIGH SAFETY** **LOW CHALLENGE**

Logic model: What happens

Attends learning programmes

> **Experiences personal growth**

> **Capable of organisational change**

> **Empowered communities**

- Action learning
- Practical approaches
- Personal learning plans
- Peer support
- Networking

- People understand how they learn
- Greater aspiration & ambition
- More confidence
- Know how to question, challenge and find out what they need to know

- Organisational growth
- More sustainable 3rd sector
- Capability is the norm
- Community of learning

The impact we have on organisations

Early enhancements

Showing shortly

Medium term

- Strategic thinking capacity
- Capacity for innovation
- Balancing social and commercial goals

- Operational efficiency gains
- Better quality of service
- Image improvements

- Expanded services
- Expanded customer base & geographic areas
- Increased employment

" This is what everyone is looking for. "

SOURCE: Training & Education Resource
Unit, University of Glasgow 2011

Timescale of change

How quickly does learning translate into action?

53% **72%** **88%**

Immediate | 1 month | 6 months

The Decision to go Global

- Mel Young (Homeless World Cup)

"If you are doing good stuff, you have a duty to share it"

- Graham Bell (Kibble CEO, Academy Chair)

"No-one else is doing what we are doing"

A Leap into the Unkown??!

So What's a Social Franchise?

Social Franchisees are organisations who share our values and are able to commercialise the Academy learning product

Franchisees secure the right to operate SEA Hubs in their exclusive territory.

In return the Franchisee pays a quarterly fee (which approximates to the cost of employing one manager).

What does the Franchisee Get?

PRODUCTS | Transformational Learning, Accredited Qualifications

20 Learning Programmes

- Qualifications (ILM Accredited) - Academic Board Approved
- Learning Programmes - Blueprints, Content and Activity Plans
- Learning Materials - Guides, Manuals and Handouts
- Practitioner Led Learning Exchange - Participatory learning approach training

SYSTEMS | Efficient Business, Excellent Customer Service

Operating Infrastructure

- Website management system
- CRM & Account management systems
- Tutor management system
- Learner management system
- Business development templates

- Monitoring, evaluation & learning system
- Online booking and payment systems
- Social media accounts & promotion
- Email addresses and hosting

Competitive Performance, Quality Management

Structure

- Business model & plan
- Key Performance Indicators & metrics
- Local sector engagement & governance
- Job descriptions & structure
- Risk assessments

Processes

- Policies & procedures (HR & Business)
- Finance processes
- Communications, design & promotion
- Product development sharing
- International Tutor and Staff CPD

Responsive Specialists, Learning Network

Specialist Team Keeps local delivery cost effective with low staff overheads

- Business development & hub implementation support
- Quality & programme delivery support
- Communications & marketing support
- Accreditation, assessments and qualification support

Associate Tutor Development

- Practitioner Led Learning Exchange
- Tutor Training & CPD

International Hub Network

- International network of SEA hubs sharing programme designs and thinking

In the next 12 months we will open…

Social Enterprise Academy **Pakistan**

Social Enterprise Academy **China**

Social Enterprise Academy **Malaysia**

Social Enterprise Academy **Italy**!

And further ahead…

- Northern Ireland
- Finland
- Canada
- India
- Bangladesh
- New Zealand
- Taiwan
- Hong Kong
- Sub-Saharan Africa

When does peer learning work best? Kahneman's Systems 1 & 2 Thinking

Peer learning is based on empathy and understanding.

Kahneman describes two different ways the brain forms thoughts:

System 1: Fast, automatic, frequent, emotional, stereotypic, subconscious

System 2: Slow, effortful, infrequent, logical, calculating, conscious

Applying Systems 2 approaches to peer learning

Choose a partner you feel comfortable in talking to.

One person talks for 2 minutes about a challenge they have at present, and feel comfortable talking about.

The other person listens, but does not say anything.

The 'listener' then summarises the challenge, focuses on emotions, feelings, perceptions.

The first person briefly reflects on this and shares any insight from this 'peer coaching'.

leadership | enterprise | learning | social impact

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