

# SEVENOAKS SCHOOL SUMMER PROGRAMME

## Social Leadership

### Day One

#### Morning

##### Social Leadership: An Introduction

- What is social leadership?
- What is a social enterprise?
- What makes a social enterprise 'successful'?
- History of social enterprise
- Social entrepreneurs: a profile

##### Sustainable Development Goals – Group Research

- Introducing the SDGs and why they exist
- SGD 12 as focus
- Group independent research: analysing a social enterprise

#### Afternoon

##### Introducing the task and identifying the need

- Introduction to task
- Community mapping
- Systems thinking (if time)
- Pupils start initial brain storming

##### Planning a social business

- Social business canvas explanation
- Students given time to start planning

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## Day Two

### Morning

Storytelling and unseen consequences

- Short thought point: exploring the unseen consequences of marketing and communications
- Students given time to develop their social enterprises. Group challenge

Impact Measurement Pitching

- Short thought point: What might we need to do to measure impact?
- Students given time to develop their social enterprises
- Short thought point: what makes an effective pitch?

### Afternoon

Group work, perfecting strategy, canvas and pitch

- Clarification on assessment criteria
- Plans finalised – presentations begin

Presentations

- Presentations
- Questions
- Feedback