Business Model Canvas for Social Enterprises and Non-profit Organisations

an effective tool for sustainable innovation

Business Model Canvas is a visual framework to develop and improve the strategic and operational aspects of an organisation. It enables structured conversations around management, strategy, customers and services. It inspires creative and innovative thinking. The visual character encourages the use of a common language that supports internal and external communication. In this course we use the Sustainable Business Model Canvas (SBMC), specially adapted to social enterprises and non-profit organisations.

COURSE HIGHLIGHTS

- Business Model Canvas (BMC), the nine building blocks: value proposition, customer segments, customer relations, channels, key activities, key resources, key partners, costs and revenues
- Sustainable Business Model Canvas (SBMC), provides room to social and environmental impacts and different stakeholders
- Value Proposition Canvas (VPC) zooms in on the needs, problems and desires of clients and stakeholders and the organisation’s responding products and services
- Canvas in a broader frame: we will introduce you to other approaches to stimulate innovativeness of your organisation
- Examples of existing (sustainable) business models and what we can learn from them
- Feedback, tips and tricks while using Canvas
- Practical application for your own enterprise or organisation

Course dates: 7 - 8 April 2016
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WHAT WILL YOU GAIN

- Learn an effective approach and language to analyse and improve organisational strategies, processes, products and services
- Get a better understanding of the interconnectedness of all parts of an organisation
- Determine how your organisation will meet the social and environmental needs and desires of clients, and a variety of stakeholders (e.g. beneficiaries, donors or communities)
- Create new opportunities to strengthen your organisation

YOUR PROFILE

You are a director, manager, adviser, consultant, or project leader in a non-profit organisation or a social enterprise. Experience in business or entrepreneurship is not essential.

INTERESTED?

Interested? Get in touch with Ingrid Plag: ip@mdf.nl or read more on www.MDF.NL/course/BMC-nl