



# GROWING

Scaling your social enterprise or community group



**While scaling isn't for everyone, ensuring that those with potential to do so get the support they need is an obvious way to drive broader positive impact.**

“

---

**Always remember!**

**“YOU MUST NEVER DOUBT YOUR ABILITY TO ACHIEVE ANYTHING, OVERCOME ANYTHING, AND INSPIRE EVERYTHING, BECAUSE THE TRUTH IS, THERE ARE NO SUPERHEROES. THERE IS JUST US, AND TOO OFTEN WE ARE THE ONES THAT WE KEEP WAITING FOR.”**

**SHIZA SAHID, CO-FOUNDER OF THE MALALA FUND**

---

”

# 71%

ACCORDING TO FIGURES FROM UNLTD, A FOUNDATION FOR SOCIAL ENTREPRENEURS, 71% STILL STRUGGLE TO MAKE A LIVING FROM A SOCIAL VENTURE. THE SAME PROPORTION STRUGGLE TO FIND SUSTAINABLE REVENUE STREAMS AND 60% FIND IT DIFFICULT TO ACCESS THE RIGHT KIND OF FINANCE.

---



# Creating a Growth Action Plan



# **9 PROVEN STEPS TO SUCCESSFULLY SCALE YOUR SOCIAL ENTERPRISE**

---

## **Understand your ecosystem**

**Get a diverse group of stakeholders from across the system and map it.**

## **Use Design-Thinking to find a product that can scale**

**Design-thinking processes have proven to be a better way to create social enterprise solutions than brainstorming ideas on a white board. While many models exist to implement design-thinking (like lean startup), the method most likely to create sustainable growth and impact for social enterprises is a combination of human-centered design and business model generation.**



## **Validate your scale-up business model**

**Creating a social enterprise solution that works in one community or for one customer segment is very different than creating a scalable social enterprise. Scaling means there is a repeatable sales and delivery model that gets more efficient with more customers.**

## **Validate your scale-up business model**

**Creating a social enterprise solution that works in one community or for one customer segment is very different than creating a scalable social enterprise. Scaling means there is a repeatable sales and delivery model that gets more efficient with more customers.**

## **Build the right team and develop their skills**

**Finding and developing the right people is hard enough, and like all things social enterprise, creating a model that is also focussed on impact can actually make it more challenging to get to true scale and impact.**

**Build a culture of growth with shared values.**

**Find, hire, and compensate the best talent.**

**Building an inclusive environment that enables personal learning and growth.**

# Managing your team

**Managing yourself:** You have to understand yourself, your biases, and how you react under pressure and stress.

**Managing your systems:** You need to build nimble systems that can grow and evolve with your business model. These systems need to align your team members behind a growth strategy, provide effective measurement on progress, empower your team to make autonomous decisions, and keep improving to provide better experiences for your customers.

**Managing your team:** Managing people is hard, and entrepreneurs need to reinvent themselves from builders to managers to do this effectively. Get a mentor, let your team know you are working on improving your skills, and then actually keep getting better.

## **Build partnerships to keep growing**

**Only through partnerships can we reach our own potential, and help others reach theirs.**

# **Report on impact**

**Most social entrepreneurs miss this - The point of measuring is not to measure. It's to improve. Even taking a small step to measuring one small indicator starts your on the journey to ongoing improvement.**

**"Social entrepreneurs identify resources where people only see problems... They begin with the assumption of competence and unleash resources in the communities they're serving"**

**Are you ready  
to scale?**