



Leading for change in social businesses

First module: December 5-9, 2011 in Anantapur, India

Second module: June 2012

Why a Leading for Change in business programme?

Looking at leadership and management training today, often, personal leadership and self-management are missing elements. Effective leadership has less to do with organisational skills, and more with personal leadership and motivation. Personal leadership and self-management relate to knowledge and skills on a personal level, especially personal attitude, one's purpose in life and values. For this reason, leadership and management begin at the personal level. If you desire to set up a healthy business and contribute to bringing change in society, the motto is to start with yourself. >>

The leading for Change programme is being organised by Context, international cooperation in the Netherlands in collaboration with Foresee Social Entrepreneurs Pvt. Ltd., Bangalore, India.

Foresee provides business development services and products to (social) entrepreneurs, government institutions and civil society organisations in the area of institutional development (positioning vis-à-vis the market), organisational development (business plans, vision, mission, strategy, systems, staff, culture and leadership) and individual competencies of employees (HRD). Foresee draws its strength from praxis with innovative programmes in Asia and Africa.

Context, international cooperation – in collaboration with social investors, social entrepreneurs and academic institutions – has over the years engaged in various poverty alleviation programs and the development of policies, instruments and procedures, which focus on the concept of civic driven change (civic engagement for improvement of the wellbeing of poor and marginalised communities and society at large) in different parts of Africa, Asia and Europe. It has researched and developed innovative approaches to facilitate change processes and combines social business and social auditing with civic driven change.

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Both Foresee and Context, international cooperation are committed to strengthening leadership competencies in the context of civic engagement and civic change through social business as a means to achieve dignity and well-being. The program on Leading for Change in business is about personal and leadership competencies within the setting of social business and societal change.

FORESEE

Context,
international cooperation



The focus of this Leading for Change programme is on entrepreneurs (preferably women) who are interested in doing business beyond the traditional notion of maximising profit towards social change. The programme is value driven and explores the concept of social business.

The Leading for Change in social business programme is an adapted version of Leadership and Management Dynamics (LMD) programme, which has been developed by Vision Quest Africa and has been conducted more than 80 times in 8 different countries since 1994. The first Leading for Change programme in Asia was conducted in Bhutan for middle management civil servants in 2008 during the country's transition from an absolute monarchy to a constitutional democracy. Simultaneously, it was also successfully conducted in the context of business for members of the Association of Bhutanese Tour Operators.

What is the purpose of the Leading for Change in business programme?

The aim of the leading for change in social business programme is:

- To understand how leadership starts with oneself;
- To better understand ourselves, our own purpose in life and our civic engagement in society;
- To balance physical, mental, social, emotional and spiritual growth and development;
- To be able to maintain strong and healthy (business) relationships;
- To be able to approach business and life intelligently, positively, focussed and strategically;
- To understand the concept of social business and its societal relevance;

- To exchange experiences from India, Bhutan and else where and learn from each other;
- To identify and apply tools for measuring healthy social business (social auditing, Social Return on Investment).

What does the Leading for Change in business programme address?

Effective and successful business leaders:

- Are people with the right attitude, and therefore they inspire and serve;
- Start with themselves and lead through example;
- Value and respect people and understand the importance of civic engagement in business and society;

- Are both leaders and managers with competencies in both;
- Continue to build own and others' capacity at all 'intelligence' levels;
- Subscribe to the concept of social business and its contribution to well being of people;
- Use social auditing and Social Return upon Investment (SROI) as tools for social business.

How is the programme set up?

- The programme consists of 2 modules of 5 days each;
- Participants are expected to attend both the modules;
- The modules are residential which requires participants to be fully available during the 5 days; accommodation is included in the fee;
- The modules will be held in India;
- There would be a break of 6 months in between the two modules;
- During the break between the two modules, there will be peer follow-up amongst the participants and coaching with support from the facilitators.

Who are the participants?

There will be 25-30 participants representing the private (corporate) and public (government) sectors from mainly India:

- Entrepreneurs who have an interest in social business, preference will be given to women applicants;
- Members of other business associations;
- Staff of Civil Society Organisations/ NGDOs with a focus on economic and social empowerment;

- Staff of government agencies with a business mandate.

While applying for the programme participants are requested to share a recent copy of their CV and a letter, which explains participant's motivation for the programme.

When will the programme be held?

The first module of the programme will be held in the period December 5-9, 2011 in Anantapur, India.

The second module will be held in the period June 2012 (place will be intimated later).

Who will cover the costs for the programme?

The fee per participation for each module is Indian Rupees 15,000, and € 500, - for international participants. This fee includes accommodation and food costs for 5 days as well as the workshop stationary costs. The participants will have to bear the cost of their travel. A limited number of bursaries are available.

If you are interested in taking part in this programme kindly send in your registration details before November 5, 2011 to Sathyasree Goswami at foresee.sb@gmail.com

Registration details

While registering please provide the name of the participant, organisation, contact details and telephone numbers.

Co-organisers

The programme is co-sponsored by Accion Fraterna (Anantapur, India), Context (India) Bangalore.



'You can never change society if you have not changed yourself'

(Former President Nelson Mandela)