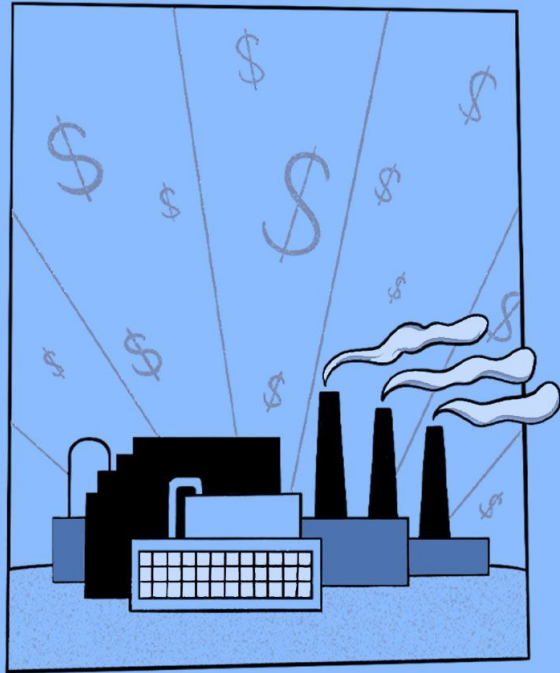




Social Enterprise Roundtable Profit & Risk Assessment

January 31st, 2024

Profit



Profit

[ˈprə-fət]

The financial benefit realized when revenue generated from a business activity exceeds the costs involved in sustaining the activity in question.

 Investopedia

Or this...



We Can All Agree....

Profit



Profit (*eng. Profit*) – is an economic concept that you won't come across in the first few years after starting your business.



What if we looked at it like this

The Importance of Social Impact

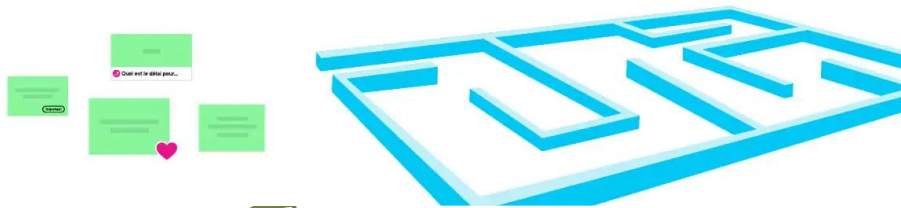
- 1 Social impact is a key differentiator for social enterprises
- 2 Social impact can lead to improved financial performance
- 3 Social impact can lead to increased employee satisfaction
- 4 Social impact can have a ripple effect on society



Consider



breakout rooms

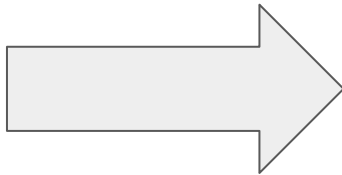


Introduce yourself

Topic to discuss:

How are you talking about profit with your stakeholders?

What drives you in this direction?





Theory of Change

A theory of change (TOC) is a globally popular tool to describe and illustrate how and why a desired change is expected to happen.

The TOC helps to identify which activities will contribute to desired outcomes and the long term impact that is desired.



It's the missing middle in between where you are at today and the social change you want to see in the future.

Not just what. But how.

Theory of Change - Template

Impact Statement: Describe the desired change you would like to achieve; include the desired change as well as who it affects. The statement is often qualitative, but could include an aspirational quantitative statement.



INPUTS

Resources needed to implement the desired actions.

ACTIVITIES

Programs, approaches, or actions (strategic) that will bring about the desired change.

Actions or sets of activities. Often called interventions.

OUTPUTS

Early indicators for the outcomes you choose to address.

Immediate effects and results of your interventions.

Usually eas(ier) to measure.

Shows **progress**.

OUTCOMES

The desired state if you are successful.

This is how change would look for your stakeholders / beneficiaries.

Change that you influence but not control.

Shows **change**.

IMPACTS

Systemic changes you hope to contribute to by taking action.

This is the change you can contribute to at a system or community level.

Review



FINANCIAL RISK ASSESSMENT TEMPLATE

RISK CATEGORY / NAME	RISK SOURCE	DESCRIPTION OF POTENTIAL IMPACT	PROBABILITY LEVEL	IMPACT LEVEL	RISK LEVEL	RATING	CURRENT CONTROL MEASURES	FURTHER ACTION NEEDED? Y/N	ACTIONS TO IMPLEMENT	OWNER	DUE DATE	STATUS	NEXT REVIEW DATE
MARKETING													
			1	1	1	LOWEST							
			1	2	2	VERY LOW							
			1	3	3	LOW							
FINANCE													
			1	4	4	LOW							
			1	5	5	MEDIUM LOW							
			2	3	6	MEDIUM LOW							
HUMAN RESOURCES													
			2	4	8	MEDIUM							
			3	3	9	MEDIUM							
			2	5	10	MEDIUM HIGH							
TECHNOLOGY AND EQUIPMENT													
			3	4	12	MEDIUM HIGH							
			3	5	15	HIGH							
			4	4	16	HIGH							
OPERATIONS													
			4	5	20	VERY HIGH							
			5	5	25	EXTREME							
CUSTOMER SERVICE													
PRODUCTS AND SERVICES													
OTHER													

Assess Adapt and Reassess



Building Champions

Engage

Communicate

Seek change ambassadors

Meet the needs of others

Anticipate questions and provide answers

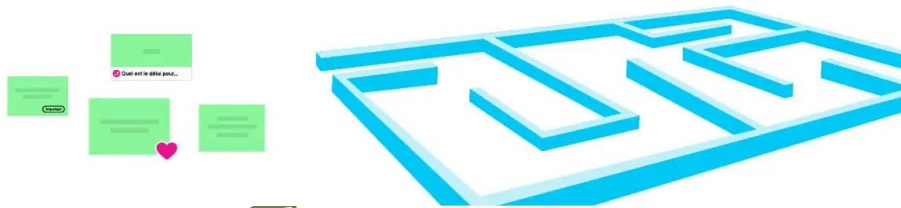
Be flexible

Assess Adapt and Reassess





breakout rooms



Topic to discuss:

What are your experiences in managing risk or what would you like to ask other?