

I am
a
Changemaker

Hybrid Diploma in Social Innovation



Program Overview

A unique program that gives you the skills and inspiration you need to begin your journey toward social impact.

Are you looking to convert your ideas into action? To give back to the world, but still pay the bills?

The Hybrid Diploma in Social Innovation offers you the skills and inspiration you need to design, plan and launch a social enterprise or non-profit organization. Get the support of a cohort of like-minded individuals from around the world, the structure of an international program designed to fit your busy schedule, and the inspiration of working with a United Nations-mandated university dedicated to promoting understanding, tolerance and peaceful coexistence among all human beings.



The Hybrid Diploma in Social Innovation gives you:

1. A certificate of completion from the United Nations-mandated University for Peace for each individual course, and a full Diploma at the end
1. Tools and skills you need to become a global changemaker
1. A network of global leaders from around the world



University for Peace



UPEACE
Centre for Executive Education

UPEACE Centre for Executive Education

This is to certify that

Christopher Beehner

Completed the intensive professional development program

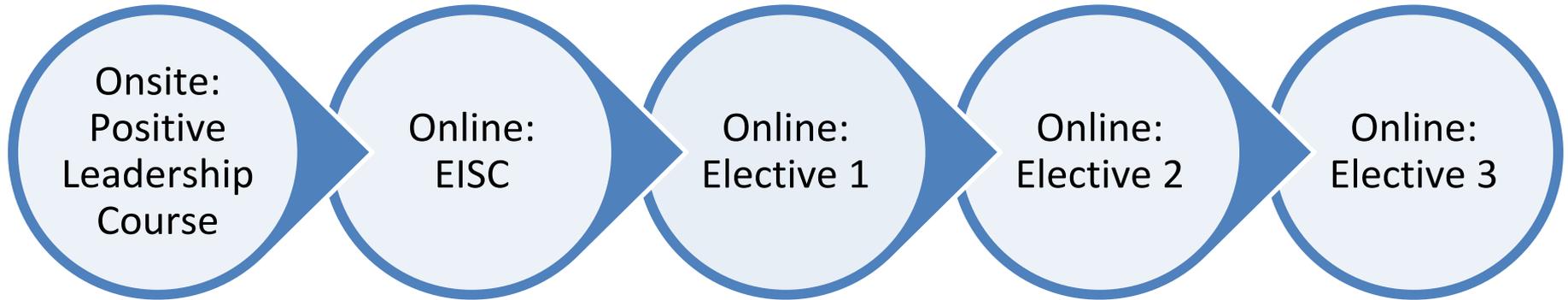
Diploma in Social Innovation

Including 5 online courses: *Entrepreneurship, Innovation and Social Change; Social Media for Social Innovation; Mission Impossible? Measuring Outcomes and Impact; Educating in Changing Times: Reflect, Rethink, Rebuild; Skills for Effective Negotiations*

Completed in October 2015

Mohit Mukherjee
Director, Centre for Executive Education
University for Peace

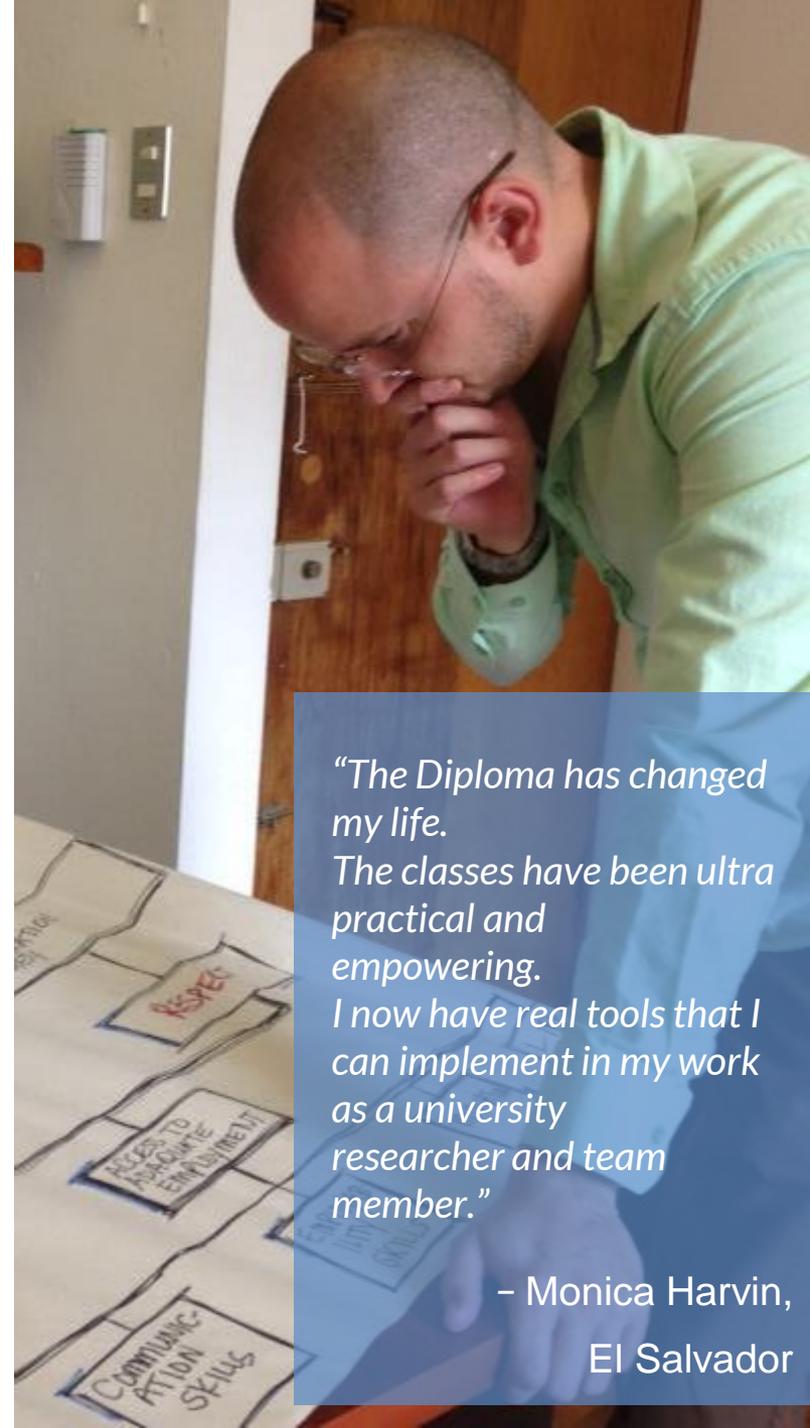
How it works



Step 1: Positive Leadership Workshop

Join the 3-day Positive Leadership workshop at the UN-mandated University for Peace in Costa Rica, and leave with:

1. Strategies to cultivate appreciation, empathy and positivity.
1. The leadership tools of appreciative inquiry and the use of dialogue circles.
1. Major sources of work-life balance conflict that apply to you.
1. New conflict transformation theories that can be applied in everyday life
1. A global cohort of peers interested in personal development and creating social good



“The Diploma has changed my life. The classes have been ultra practical and empowering. I now have real tools that I can implement in my work as a university researcher and team member.”

– Monica Harvin,
El Salvador

Step 2: Four Online Courses

Over an 18-month period that begins when you take your onsite course, take the 6-week *Entrepreneurship, Innovation and Social Change* course, and choose three 4-week elective courses to finish your Diploma in Social Innovation online.

- **Entrepreneurship, Innovation and Social Change – *required***
- **Social Media for Social Innovation**
- **Designing Your Life: Innovating from the Inside Out**
- **Regenerative Leadership**
- **Educating in a Changing World: Reflect, Rethink, Rebuild**
- **Mission Impossible? Measuring Impact & Outcomes**
- **Skills for Effective Negotiations**

WEEK 3: May 30th, 2016

Developing a Business Plan: Clarifying Strategy and Structure



Lesson Objectives:

This session will go over the social enterprise business plan, its importance, and a look at each section of the plan. We will also go through a strategic planning framework that is very important in any organization. I want to note that it does not matter if the idea that you're developing for this business plan is not the idea that you will eventually move forward with. The value is in the *process* of writing the plan. The ideas you have may change in time.

After studying the materials contained in this session, you will be able to:

1. Understand the importance of writing a business plan
2. Go through the four main steps in the strategic planning process
3. Plan your organization's "business model" and financial sustainability

To complete this session, please follow these steps by June 5th, 2016:

1. **Readings:** Read the week's assigned readings. Also see the readings posted in 'Additional Resources' section that will be helpful to you as you work on your Business Plan.
2. **Video Presentations:** View the video presentations below from Wendy Kopp, Veronica Abud, Madlibs, SOCAP, Premal Shah, and Dan Pallotta
3. **Webinar:** Please view the recorded webinar that will be posted below by Wednesday, June 1st.
4. **Forum Question:** Participate in the forum discussion 'My Business Model' found in the Forum 'Seminar Reflections, Ideas, Questions and More'.
5. **Optional Forum Challenge:** Remember that Social Entrepreneurs are risk-takers? This week take the big step and put yourself in the virtual world. Create and record your own 60-second video elevator pitch! Share the YouTube link on the Forum thread called 'Your Elevator Pitch' in the Forum 'Seminar Reflections, Ideas, Questions and More'. (See this document for instruction on uploading to YouTube). Take this opportunity to get invaluable feedback from your classmates and facilitators and also provide feedback to at least three of your peers on their pitch. Have fun!
6. **Final Project Resources:** If you are developing your own business plan for the final project, please use "Final Business Plan Outline and Tips" as your guide. If, instead, you will analyze an existing social enterprise, please read "Social Enterprise Business Plan Analysis" instead.

Readings

1. Foster, William Landes, Peter Kim and Barbara Christiansen, 10 Nonprofit Funding Models. SSRN 2009.
2. Mukherjee, Mohit. How to Be a Social Entrepreneur. Chapter 4: The Business Model. 2015.
3. Cohen, Sir Ronald and Sahimian, William A. Social impact investing will be the new venture capital. HBR, 2013.
4. Campbell, Kelly Halsey, Betsy. Business Planning for Nonprofits: What it is and why it matters The Bridgepan Group. 2006.
5. YSEI. Guide to Developing a Social Enterprise Business Plan (Resource Presentation)

How the UPEACE Centre does online courses:

- Highly qualified professors available for feedback throughout the course
- Week-by-week modules including a roadmap of readings, videos, assignments and online forums to complete
- Live webinars to see and interact with peers and professors
- Accountability to keep you on your path
- A final project that explicitly ties course materials to your own personal plan of action



“This course is not a course in and of itself; it’s a life experience and a new way to view yourself and the people around you.” –

Victoria Aguilar

Who Should Take This Course?

- Leaders at all levels, from independent consultants to directors
- Non-profit professionals, officers of multilateral agencies, business managers
- Educators at all levels
- Anyone going through a change in life or considering a new career
- Professionals looking to be inspired and revitalized in their purpose

Price

- Full Hybrid Diploma upfront: **\$2,875**
- Start with Positive Leadership for **\$950** to try out the program. If you like it, add on the online portion for a discounted price of **\$1,975**.

Schedule

- Onsite: 9 am – 4:30 pm daily
- Online: Flexible for your busy schedule; recommended live webinars; plan 5-9 hours/week.

Timing

The program should be completed in 18 months or less. Kick-off onsite courses are available at least twice a year, in July and in the December to February period.

Onsite Lodging

During the onsite course, participants set up their own hotels near UPEACE. Options include Hotel Villa Colon and Hotel Posada Canal Grande.



Logistics

Next Steps

Visit www.centre.upeace.org for more information and to register for this program.

Let's Connect!

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