

**PLEASE
SIT WITH
YOUR TEAMS**

Strategic planning for team success and impact

July 2017

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Agenda

Time	Item
3.15-3.20pm	Opening
3.20-3.45pm	Defining your Team's core purpose
3.45-4.15pm	Impact planning
4.15-4.35pm	Setting your strategy
4.35-4.55pm	Establishing your business plan
4.55-5.10pm	Discussion
5.10-5.15pm	Close

Defining your team's core purpose

How do you define and articulate the core purpose of your Enactus team?

Enactus Team Snap Shot

(Fill this section LAST - complete all other components first in your strategic plan)

Your Value and Goal

Key Value Proposition

What significant problems are you trying to solve? What social innovation, solutions or services are you providing? What is being improved/changed? What are the ultimate outcomes and impacts? What value do you deliver to your stakeholders? (max 400 words)

(Write this section so it can be used externally for stakeholders)

Goal

Alignment of your Team goal to Enactus's overall purpose, vision and mission is essential.

- ✓ **Purpose:** Enactus is an international non-profit organization dedicated to inspiring students to improve the world through entrepreneurial action.
- ✓ **Vision:** Our work transforms both the lives of the people we serve, and in turn, the lives of our students as they develop into more effective, values-driven leaders.
- ✓ **Mission:** We provide a platform for teams of outstanding university students to create community development projects that put people's own ingenuity and talents at the center of improving their livelihoods. Guided by educators and supported by business leaders, our students take the kind of entrepreneurial approach that empowers people to be a part of their own success.

Drawing upon your key value proposition, write a goal statement that is specific, measurable, attainable, realistic, timely and agreed with stakeholders. Write in an active tense that excites the imagination, captures and focuses attention, and is phrased in a language that the general public can readily understand. Set a quantifiable objective to deliver economic, environmental or social benefit to your stakeholders against a specific UN Global Sustainable Development Goals within a reasonable time frame of up to 4-5 years. This should be a stretch goal with realistic potential for achievement if technical progress is made and Team outputs are effectively and efficiently taken up and applied by partners, stakeholders and end users. (max one-two sentences)

Helpful Links:

http://economicdevelopment.vic.gov.au/__data/assets/pdf_file/0008/1435868/10371_DEDJTR_EDEI_Social_Enterprise_Brochure_A4_WEB_FINAL.pdf

<http://training.enactus.org/team-resources/>



A. Environmental Assessment

Emerging Market or Community Needs

(max 1 page)

Market or Community Opportunities	Drivers	Alignment to UN Global Challenges	Is this opportunity national/global?	Partnerships
<p><i>What emerging market/community opportunities/challenges are you addressing or intending to address?</i></p>	<p><i>Describe what external drivers are creating this opportunity.</i></p>	<p><i>Identify which of the UN Global Sustainability Challenges this opportunity aligns (if applicable)</i> <i>(See Appendix A)</i></p>	<p><i>Does this emerging market/community exist nationally only or are there opportunities globally? If yes, where?</i></p>	<p><i>Are there opportunities to explore local, national or global partnerships?</i> <i>Can you partner with other Enactus Teams, university teams/programs or organisations?</i></p>

Helpful Links:

- <http://www.socialimpacthub.org/the-school-for-social-entrepreneurs-sse/>
- http://socialventures.com.au/assets/Business_Planning_Guide_for_Social_Enterprise.pdf



Operating Environment

(max 1 page)

Overview of your current and emerging operating environment

Provide an overview of the key environmental pressures your Enactus Team is operating within, for example, level of competition from similar programs, university support/lack of support, recruitment of students for sustainability, access to funding to run projects, community/social shifts/challenges, transformations in the natural environment etc.

*How is this changing? How might these factors influence new opportunities, challenges and markets for your Enactus Team? Summarise what it is like to be operating in your environment. **Draw upon your business canvas.***



THE GLOBAL GOALS

For Sustainable Development



Activity

As a Team, answer the following questions:

WHY

- Why did you individually join Enactus?
- Does that drive/reason align to the purpose of the Enactus Worldwide organisation?

WHAT

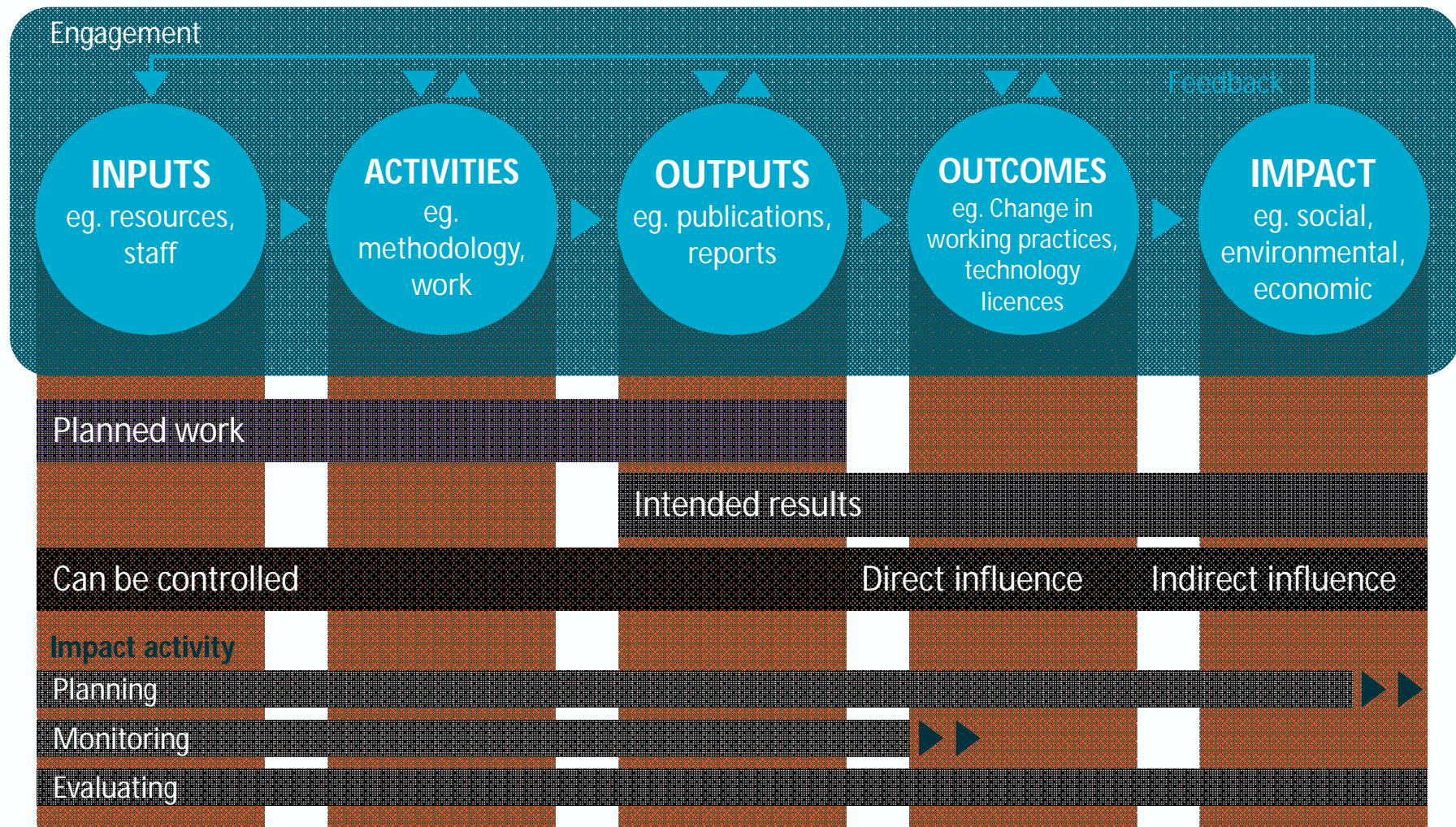
- What significant problems is your Enactus team wanting to solve?
- What do you want to improved/changed?
- What are the ultimate outcomes and impacts you want to see achieved?
- What value/benefits do you want to deliver to your stakeholders/community?

ENVIRONMENTAL FACTORS

- What challenges or opportunities are in your context that could help or hinder your team's success?

Impact planning

CSIRO's Impact Framework



Impact Framework *derived from the work of the W.K. Kellogg Foundation*

Environmental Impact Categories	Social Impact Categories	Economic Impact Categories
1. Air quality	1. Health and wellbeing	1. National economic performance
2. Ecosystem health and integrity	2. Access to resources and opportunities	2. Trade and competitiveness
3. Climate	3. Quality of life (material security and livelihoods)	3. Productivity and efficiency
4. Natural hazards mitigation	4. Safety	4. Management of risk and uncertainty
5. Energy generation and consumption	5. Security (e.g. cyber, biological, civil and military)	5. Policies and programs
6. Land quality	6. Resilience	6. New services, products, experiences and market
7. Aquatic environments	7. Indigenous culture and heritage	7. Securing and protecting existing markets
8. Built environments	8. Innovation and human capital (creativity and invention)	
	9. Social cohesion	

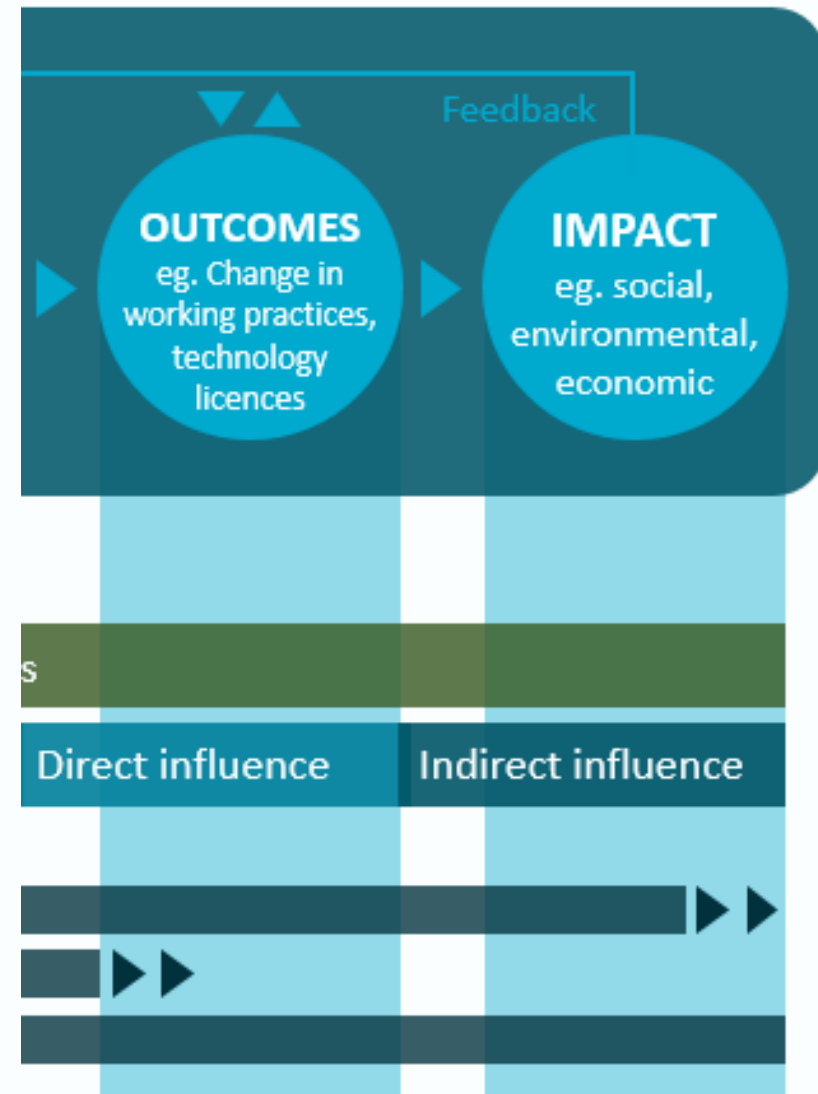
Activity

IMPACTS

- Identify at **least 2 impacts** your team would like to achieve
- Think across **economic, environmental and social benefits**

OUTCOMES

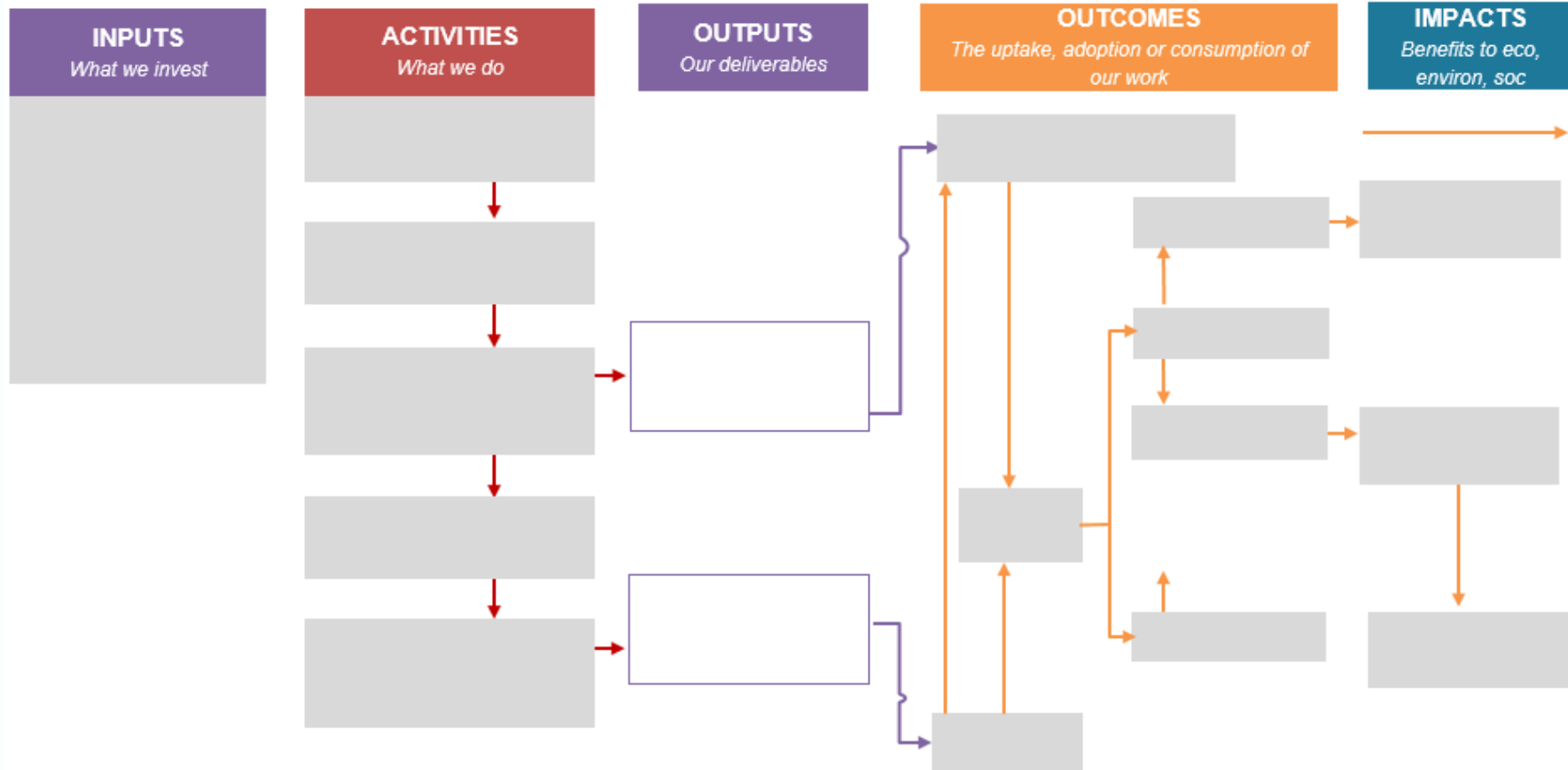
- Work your way backways from the impacts you identified to **what outcomes would need to be achieved**
- Think long, medium and short term
- **How and with whom** would you need to work with to achieve your areas of impact
 - Think uptake and adoption
 - Start to list key stakeholders, end-users and partners



Impact Statement Canvas

PARTICIPATION

Who we need to reach across the various parts of the pathway?



Assumptions

Assumptions are the beliefs we have about the programme, the participants, and how the programme will work.

External factors

External factors are those that lie beyond the control of programme management and staff but which nevertheless have a significant impact on outcomes.

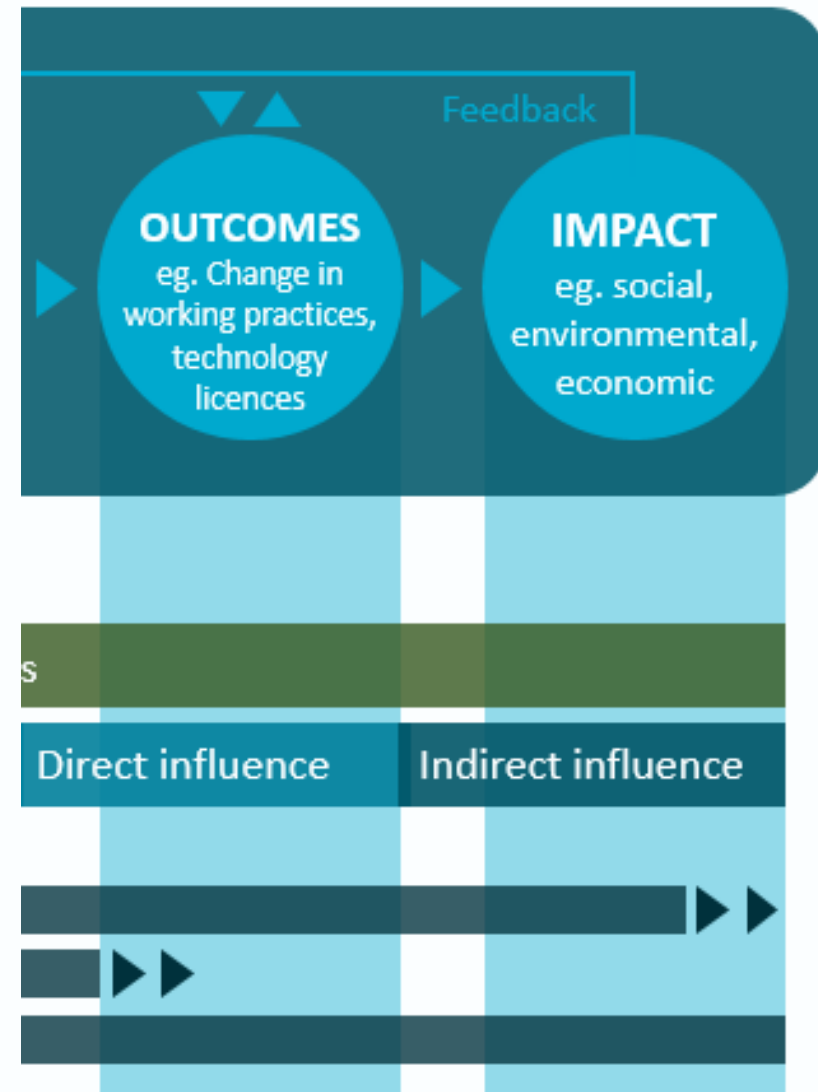
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Setting your strategy

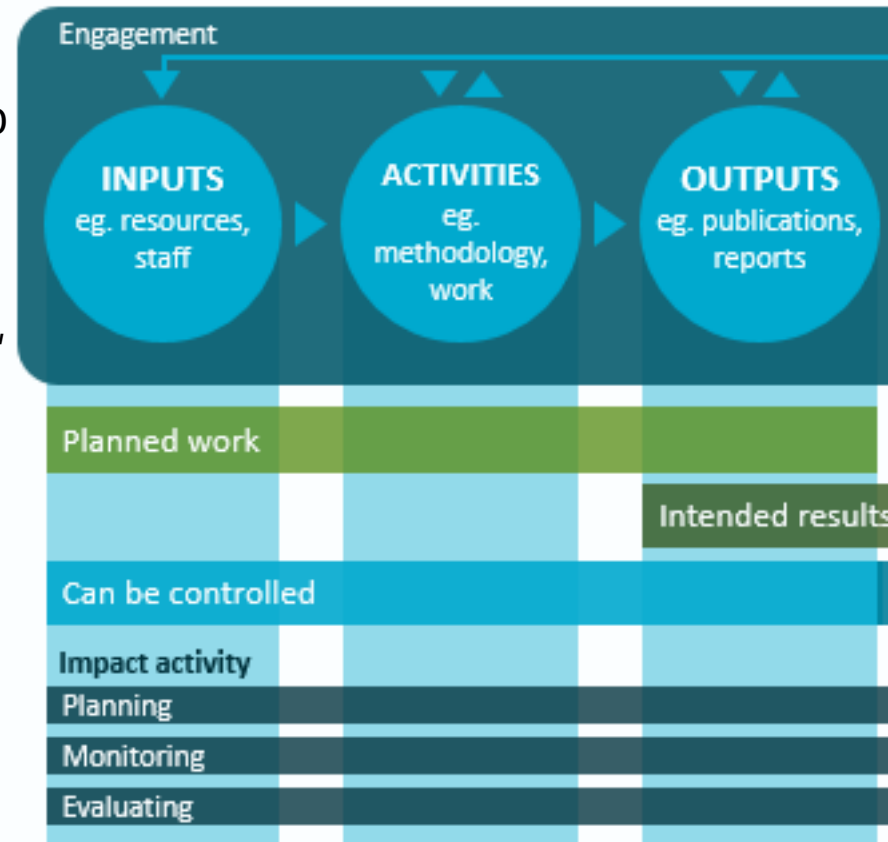
Activity

Now... let's think projects

- What types of outputs do you think aligns to your outcomes?
- FORGET the projects you have now – think from a blank page – what services, technology, products do you need to deliver to meet your outcome and impact goals?

What do you need to do next?

- Work your way backways from your outputs and identify what projects you need to develop and deliver in order to create the solution your stakeholders need (outputs)
- What type of resources do you need to support the projects you will deliver
 - Think \$\$, partners, Enactus team members, BAB advisors, University support ...












Establishing your social business plan

The Business Model Canvas

Designed for: _____

Designed by: _____

On: Day _____ Month _____ Year _____
Iteration: No. _____

<i>Key Partnerships</i> 	<i>Key Activities</i> 	<i>Value Propositions</i> 	<i>Customer Relationships</i> 	<i>Customer Segments</i> 
	<i>Key Resources</i> 		<i>Channels</i> 	
<i>Cost Structure</i> 		<i>Revenue Streams</i> 		

Feedback and questions

CSIRO.

We imagine.

We collaborate.

We innovate.

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