



Professional Certificate in Social Impact Strategies

You've worked hard on making your organization great—whether that's refining your business model or honing your mission. But how do we blend these? Or perhaps you are already doing this, but you're not sure how to share that story with your staff, your consumers, your community. Join the experts to learn more about how to do all of this and walk away with a Professional Certificate in Social Impact Strategies!

National Institute for Social Impact is offering a Certification Program designed for business owners, entrepreneurs, intrapreneurs, nonprofit leaders, and conscious consumers. No matter the size of your organization or your role within it, the skills and conversations offered during this course will be invaluable.

During this two day program you will experience first-hand how and why consumers, businesses and communities are embracing businesses that merge mission and margin, purpose and profit.

"The most helpful part of the certification program for me were the different media types used through the training – site visits, video, discussion, exercises and content – they really helped me digest the information and ignited ideas for how I could incorporate what I had learned at my own organization"

~Marla Korpar, Development Director at Solar Energy International~

"The classes were just excellent, including the order of the classes. They build very well on concepts learned and discussed."

~Shelley Jensen, Founder of Kairos Project 17~

"I really enjoyed the class. I enjoyed applying the sessions to my own business."

~Laura Early, Founder and Deputy Director of Wise + Advise Assist Team~





The WHY

- Spend 18 hours with 4th Sector experts in a small group setting
- Learn how to launch, grow, or convert your business model with Social Impact
- Spend time with other Social Entrepreneurs to build and hone your ideas
- Deep dive into topics with relevant topics and robust discussion

The HOW

- Interactive site visits to Social Impact Businesses
- Activities to make your Social Impact concepts come to life
- Courses designed to give you an in depth understanding of what the Social Impact Sector is and how it changes product and service offerings
- Two free hours of consultation with NI4SI experts after the class is over to support the implementation of ideas from the program (\$400 value)

The WHAT

Course Content

- **Why Social Impact**
 - Simon Sinek says to start with your “Why”, but how do you find your why, or more specifically your higher purpose? Social Impact is about finding your higher purpose and how business can be key to solving social issues. What is your higher purpose statement? How do you share your higher purpose with others? How do you lead with your higher purpose? And why does Social Impact make sense for you?



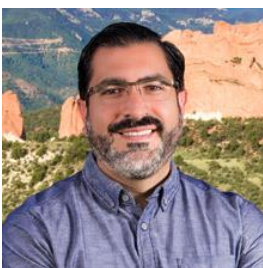
- **Beginning your Social Impact Business Plan**
 - Every business needs a business plan and Social Impact Businesses are no different. It doesn't have to be rocket science but it does need to exist. We will share great starter examples and talk about the key elements that will get you ready for financing and marketing strategies.
- **Measuring your Impact**
 - So you've decided to measure your impact but now what? This class will help you understand what you need in place to ask great questions and get great data in return. We will reinforce the importance of letting your "reason for being" drive your metrics, as discussed in the first class. We will also take a look at the design of getting good data and how to best fit that into your model.
- **The Ethics of Impact**
 - So many great things come from making a Social Impact, and even more things come with good intentions. But what happens when those intentions don't turn out as expected? In this course, we will discuss some of the cautionary tales associated with operating a Social Impact Business. We will explore how to avoid certain pitfalls in addition to how to pivot to keep your business model and the mission it supports strong and headed in the right direction.
- **Telling your Social Impact Story**
 - Take marketing to the next level as we discuss in detail how to make your Social Impact stand out in your messaging! There is a fine balance between selling your product or service and selling your mission. We will cover the intricacies of focusing on your business to stay competitive and letting the dedication to your purpose come through in your quality!
- **Current Events in Social Impact**
 - This sector is changing quickly, with more resources and discussions than ever before. We will bring you up to speed with the most up to date topics and the most helpful sources on making your Social Impact ideas truly impactful!

Activities

- Social Impact Legal Entities
- Golden Circle Activity
- Social Impact Business Plan
- Triple Bottom Line
- Metrics
- Ethics in Impact
- Storytelling
- Pitch Presentation
- Social Impact Business Model Development



Meet the Expert Instructors: Together your two instructors have *over 30 years of combined experience in the Social Impact Sector*. During your Certification courses your instructors will guide, educate and answer questions on the quickly emerging 4th Sector of the economy, giving you the history, facts and figures to support how and why we're headed towards an Impact-based economy.



JONATHAN LIEBERT, Founder and CEO

Jonathan founded the National Institute for Social Impact to educate, enhance and organize the emerging 4th Sector of the economy. He believes that Social Impact can evolve capitalism and that Social Impact businesses can inspire other businesses to strive for a higher purpose and bring elegant solutions to social problems.

As a social entrepreneur, Jonathan has spent the last 17 years utilizing business to solve prevalent social issues and serve disadvantaged populations. Jonathan is one of the co-creators of the Peer Navigator Model, an innovative peer support model for the military that was presented to the White House Joining Forces Team and has been featured in the New York Times and Time Magazine. Jonathan has a Masters in Counseling Psychology.



STACEY BURNS, Founder and Vice President

Stacey has been a strong advocate for Social Impact Businesses, veterans' transition programs, as well as healing through the arts. Stacey was one of the creators of the Military Creative Expressions program in conjunction with the Colorado Springs Fine Arts Center.

Stacey is currently working to increase the understanding and measurement of Social Return on Investment (SROI) through NI4SI, a process she has been developing since 2009. Prior to that, she spent over 13 years helping people realize opportunity through Social Enterprise and other programs. Stacey has a Bachelor's degree in Psychology and English and a Masters degree in Counseling Psychology and Counselor Education.

Get Certified Today!

Contact Info: <https://ni4si.org/become-a-social-impact-business/social-impact-certification/>

About NI4SI.org: The National Institute for Social Impact (NI4SI), a 501c3, was created as an education-based Social Enterprise created to enhance and organize the 4th Sector of the Economy. NI4SI's mission is to "Harness Social Impact to accelerate the evolution of business."

IMPACT SERVICES Offered: Education and Training, Social Return on Investment (SROI) Assessments, Speaking and Keynote Engagements, Consultation Services, Impact Events and Networking