



LEADERS OF SCALE

PROGRAMME PROSPECTUS

MARCH 2022 – AUGUST 2022

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“It has genuinely been full of new knowledge, information, and has given me a new way of thinking about scale and impact.”

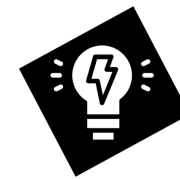
Rosie Axon, Director, Chiltern Music Therapy

PROGRAMME OVERVIEW

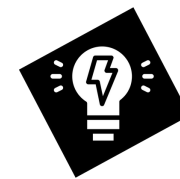
Leaders of Scale is a six-month intensive training programme equipping two members of your team with the skills, knowledge, and frameworks to lead their organisation's journey to scale and reach more people.

You'll gain the time, space, and support to take stock, develop your scaling plans, and progress them by applying the programme learnings directly in your organisation.

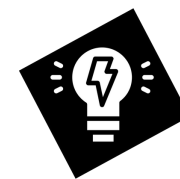
KEY DETAILS



Taking place online between March - August 2022



Subsidised thanks to The National Lottery Community Fund, with a limited number of highly subsidised places at £800.



Aimed at UK social leaders of organisations that are planning on replicating a proven solution.

OUTCOMES

ORGANISATIONAL DEVELOPMENT

- A clear action plan and strategy for replicating your proven solution
- Buy-in from your team and board
- Practical and transferable frameworks and tools to build the capacity of your wider team
- A strong case to bring to funders and partners

PROFESSIONAL DEVELOPMENT

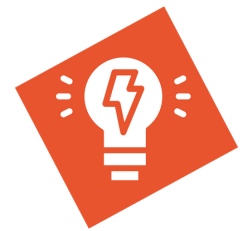
- Vital leadership skills
- A peer network of forward-thinking social leaders to support you
- The space and time to reflect on your scaling plans
- Knowledge and skills that can be transferred to other programmes or in your future career

LONG-TERM BENEFITS

After receiving support from Spring Impact, organisations have:

- Expanded their solution to several locations
- Accessed funding to pursue their scale journey
- Identified high quality partners to work with
- Built movements to effect systems change at scale

PROGRAMME ELEMENTS (1/2)



TRAINING SESSIONS

The programme will involve two members of your team, taking part in group training sessions and sprints with our team of scale experts and other participants. They will cover the following four modules:

- Getting Scale Ready
- Developing a Scale Strategy
- Designing a scale model
- Creating an action plan and pitch for stakeholders

WHAT DO GROUP SESSIONS INVOLVE?

These are contact points with Spring Impact and other participants. Sessions will cover learning objectives, set-up, wrap-up and reflections for each sprint.

WHAT DO SPRINTS INVOLVE?

These are intensive 2-4 week periods with multiple group sessions where you will learn key concepts and how to apply them to your organisations.

PROGRAMME ELEMENTS (2/2)



LEARNING TOGETHER

The programme will consist of a cohort of just 6-8 carefully chosen organisations with huge potential. You'll get to:

- Share ideas and build on your learning together throughout the training sessions
- Share challenges and support one another (e.g. through regular action learning sets and events)
- Hear from and speak to alumni organisations who have already scaled



1-1 SUPPORT

You will receive 1-1 dedicated support from our team of expert consultants, including:

- Coaching calls (approx 8 x 1 hr calls) with a dedicated Spring Impact consultant at key milestones throughout the programme.
- Provide ad-hoc support as required to help you develop your scaling plans, including support to develop your financial model

MODULES OVERVIEW (1/2)

The programme will include 4 different phases, with one module per phase, and different sprints, group sessions, and cohort-based activities and events.

MODULE: GETTING SCALE READY

Getting scale ready means validating that your solution is impactful, scalable, and that your organisation has the capabilities and capacity to take it to scale.

OUTPUTS:

- ✓ Stakeholder Engagement Plan

MODULE: DEVELOPING YOUR SCALE STRATEGY

A cohesive scale strategy informs future decisions for what the model should look like to ensure impact and long-term sustainability.

OUTPUTS:

- ✓ Scale Strategy Summary

MODULES OVERVIEW (2/2)

The programme will include 4 different phases, with one module per phase, and different sprints, group sessions, and cohort-based activities and events.

MODULE: DESIGNING A SCALE MODEL

The design of your scale model describes what your venture looks like at scale, by piecing together all the different elements that will be needed to deliver on your scale strategy.

OUTPUTS:

- ✓ Scale Model Summary
- ✓ Financial Model

MODULE: CREATING AN ACTION PLAN & PITCH

Once your scale plan is developed and the financial sustainability assessed, you will need to outline a roadmap of necessary actions and create a pitch to engage external stakeholders.

OUTPUTS:

- ✓ Action plan
- ✓ Pitch deck

WHAT PARTICIPANTS SAY

"Really the most exciting programme I have ever been on."

Cassie October Raine, Co-Founder
PiPA Campaign

"We understand who we are as an organisation even better now. We know what we are trying to achieve and who to do it with."

Kimie Frengler, Project Manager
Sponsor Refugees

"It helped give me credibility to drive this work forward with senior leadership internally."

Samantha Sherratt, CEO
Red Balloon Learner Centres

"Having the time booked in my diary to focus on this area has supported the organisation's development and growth. Enormously."

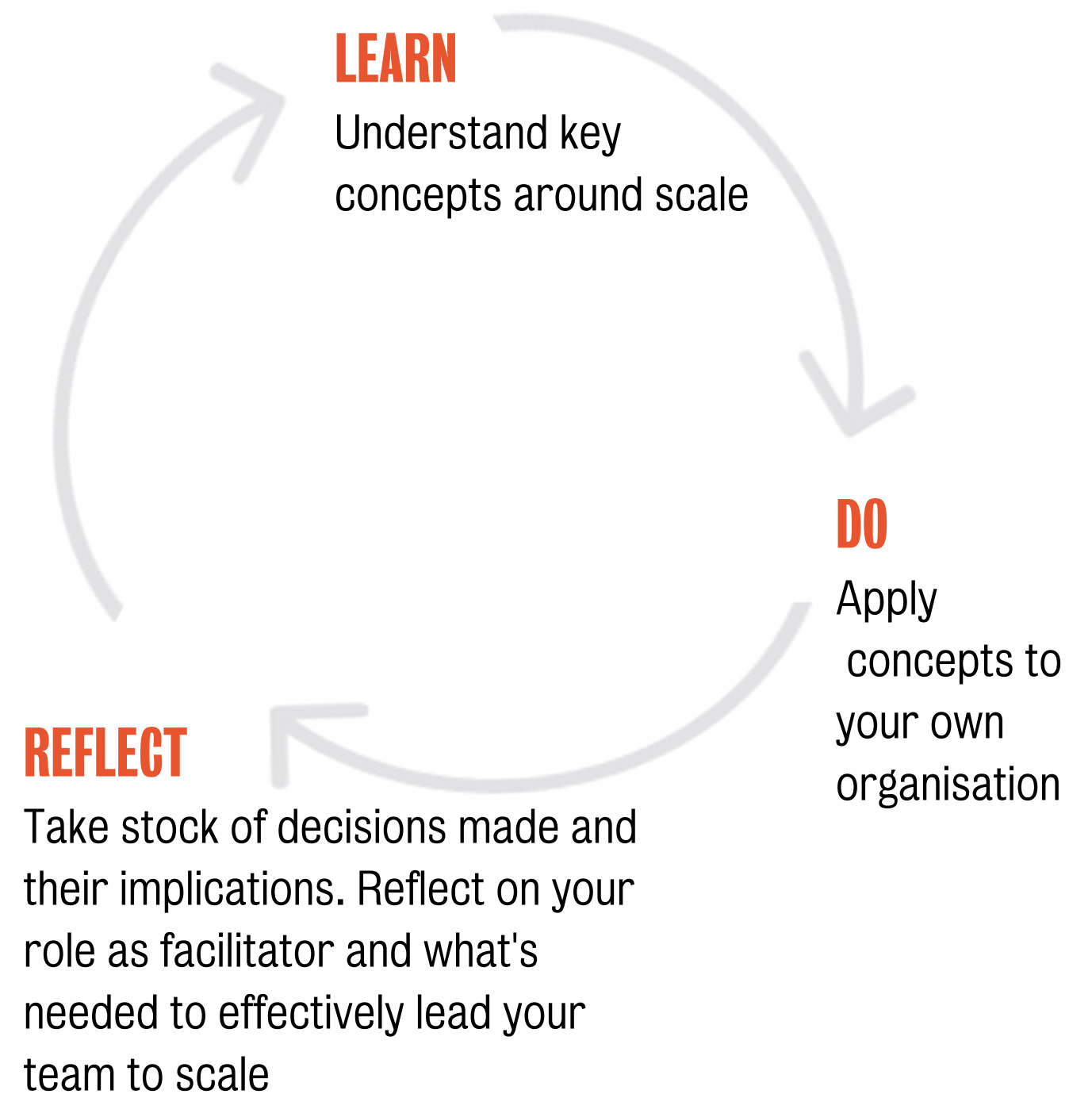
Vicki Dawson, Founder
The Sleep Charity

WHAT YOU'LL LEARN

- ✓ Learn to champion scale within your organisation and bring your whole team along on the journey
- ✓ Understand the mindsets, skills, and behaviours needed to scale and how to facilitate and embed in your organisation
- ✓ Assess your organisation's scale readiness and identify the capabilities and capacity needed to go forward
- ✓ Develop a financial model, assess your scale model's financial implications & forecast for the future
- ✓ Develop clear objectives & a cohesive scale strategy that ensures impact and long-term sustainability
- ✓ Create a roadmap of necessary actions and a tried-and-tested pitch to effectively communicate your scaling plans to funders and partners

HOW YOU'LL LEARN

For each module you will go through a cycle of learn - do - reflect.



WHAT WILL BE EXPECTED OF YOU

PREPARATION AND HOMEWORK

You will be expected to spend time outside of group training sessions to engage in preparation materials, finishing activities from the group training sessions, reflecting and engaging with your team members, and preparing for coaching calls.

TEAM ENGAGEMENT

Bringing your team & stakeholders along on your scale journey and developing buy-in is critical for the success of your scaling efforts. Throughout the programme, you will be expected to engage your team through various activities, such as facilitating internal workshops.

ESTIMATED TIME COMMITMENT

- Both participants will need to spend approx. 11 days spread over the 6 month programme
- The programme is structured to include sprints for each of the 4 modules. These will include intensive time-boxed periods, varying from two weeks to one month, with multiple group sessions.
- This will be followed by a period of time with no group sessions, approximately 3-4 weeks, when you can apply the learnings to your organisations and reflect on the progress.

TIME PER ACTIVITY

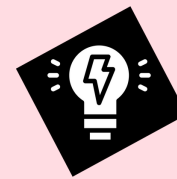
- 4-8h/month: attend the group sessions
- 2h/week: prepare for sessions including engaging with preparation materials, completing homework tasks, reflecting on progress
- Some time for doing light-touch market research and financial modelling at relevant points
- Facilitate at least 3 internal working sessions with your team and stakeholders (approx 3 hours per working session)
- Attend 1 hour long coaching session (8 in total) throughout the programme
- Half a day per month for cohort event

WHO IT'S FOR

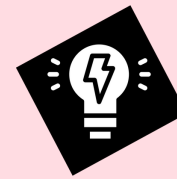
TWO LEADERS FROM EACH ORGANISATION WHO ARE:

- Working for a UK-based charity or social enterprise with a UK-based project of any size
- Have a proven solution and are starting to consider scaling through replication
- Keen to build the skills and confidence to drive their organisation's journey to scale
- Working in roles focused on future strategy and sustainability
- Able to dedicate the capacity needed to engage with the programme effectively

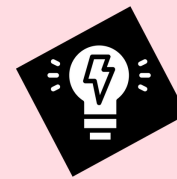
WE ARE PARTICULARLY INTERESTED IN:



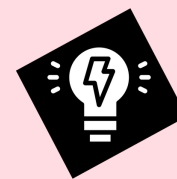
Organisations addressing an issue worsened by Covid-19



Organisations based across Wales, Scotland and Northern Ireland



Organisations led by leaders with lived-experience



Organisations supporting BAME groups and/or with BAME leadership

MEET THE TRAINERS



ALICE METCALF, SENIOR CONSULTANT

Alice is a Senior Consultant for Spring Impact, leading and supporting on the delivery of projects, both national and international across a range of sectors.

Alice is also working closely with funder Sport England to manage our 3-year partnership to support grantees of Sport England's volunteering fund to replicate their solutions.

FIND OUT MORE



NIKESH SHARMA, CONSULTANT

Nikesh is an experienced non-practising solicitor turned Consultant at Spring Impact and supports on the delivery of projects across a range of sectors.

Nikesh joined Spring Impact after completing the On Purpose Associate programme, a 12-month leadership programme for professionals transitioning into social and environmental impact careers.

FIND OUT MORE

CASE STUDIES

Click on the organisation name to read the case study.

SPONSOR REFUGEES

Sponsor Refugees is the Citizens UK foundation for Community Sponsorship of refugees. Find out how Leaders of Scale has helped them build organisational capacity and clarity.

MY SISTER'S PLACE

My Sister's Place is an independent specialist organisation for women aged 16 or over who have experienced domestic violence. Find out how Scale Accelerator has enabled enable their support services to reach more people.

WEVOLUTION

WEvolution exists to challenge society's disempowering attitude towards people struggling in poverty. Learn how Scale Accelerator helped them consider get closer to changing this norm at scale.

MAYDAY

Mayday Trust believes one of the biggest challenges for people going through tough times, like homelessness, is the system itself. Read their case study to find out how it uncovered and clarified its ambitious mission on the Scale Accelerator.

CONFIRMED DATES

The programme will take place between March - August 2022.

The dates listed have already been confirmed. Additional dates will be released closer to the start of the programme.

- ✓ **Introduction webinar:**
15th March, 10-11.30am
- ✓ **Becoming a leader of scale:**
30th March, 10-11.30am
- ✓ **Phase 1 wrap up / strategy set up:**
27th April, 10-11am

PROGRAMME FEES (1/2)

£5,000 + VAT

We estimate that organisations with a revenue over £1 million per year will generally fit into this category. There are more places available at this price than at the highly-subsidised rates.

£3,000 + VAT

For organisations with a revenue of around £400,000 or above that would like to increase their likelihood of securing a place, as highly-subsidised places are limited.

£800 + VAT

We have a small number of places at this price. These are intended for organisations with a revenue of less than £400,000, or for organisations of any size with high potential to scale and unable to afford the higher price. Please opt for this if you are interested in the programme but cannot find the budget for the other price options

Please note, these fees listed refer to the cost per organisation, covering the participation of both members of your team.

PROGRAMME FEES (2/2)

Thanks to funding from The National Lottery Community Fund, we are able to implement a 'pay what you can' pricing structure. The true cost of a single place on the programme is £10,000 + VAT. The guide provided on the previous page is there to help you make your decision about which price is right for you.

We know that in reality every organisation is different, so this is not intended to be prescriptive. We are aware that organisational reserves could vary, irrespective of your organisation's annual revenue.

So if you are interested in the programme but you cannot pay the suggested amount, please do apply for one of our highly subsidised places – it's what they are for!

HOW TO APPLY

STEP 1: CHECK YOUR ELIGIBILITY:

Complete [a short eligibility quiz](#) to find out if the programme is the right fit.

STEP 2: ATTEND THE TASTER SESSION

If eligible, you will be invited to an online webinar to find out more about the programme.

STEP 3: COMPLETE THE APPLICATION FORM

If eligible, you'll be invited to complete a full application (audio application also accepted). We'll ask a few questions about your organisation, intervention, and interest in the programme.

STEP 4: PHONE CALL

Shortlisted candidates will be invited to follow-up calls in February 2022. This is an opportunity for us to dig a bit deeper into what you need from the programme and check we are the right fit for one another. The calls should include two key people from your organisation, including the CEO, or – in a large organisation – a member of your leadership team.



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