

BUD!



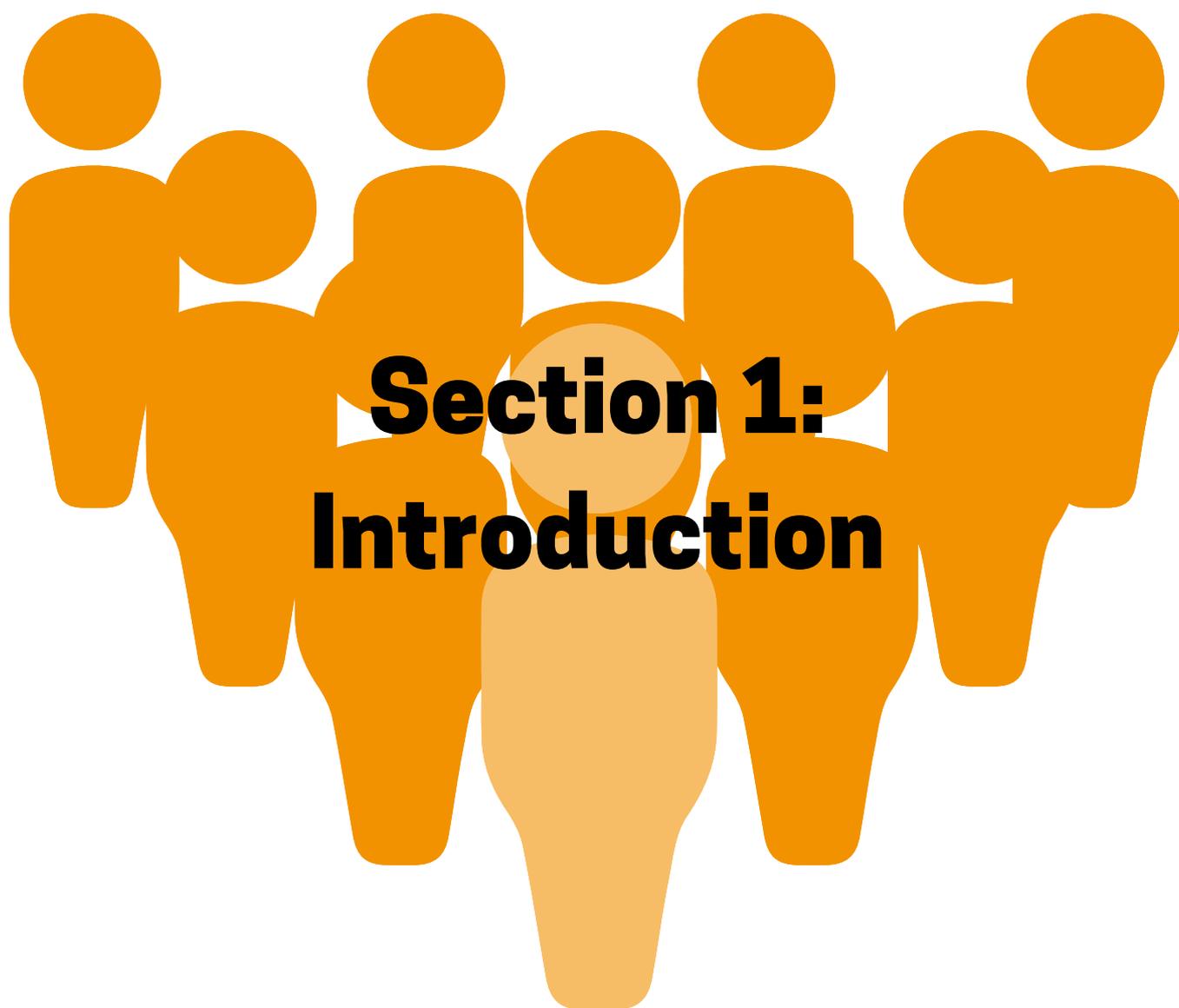
Impact Report

Businesses Under Development

2017 - 2019

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Overview

This impact report aims to **assess the impact** of the programmes, workshops and events delivered by Social Enterprise Businesses Under Development Ltd (BUD) over the last 3 years, between 2017 and 2019. BUD is based in London, UK but delivers nationwide.

The report will consider the feedback provided by course participants of the courses 'Lead Positive Change', 'The Fearless Leader', 'Our Space Open Projects', 'Activate! - The Best Leaders Create Leaders' and 'The Empowering Leader'. Following this, the report will **share some of the lessons learnt** along with **insights for moving forward**.

Programme Summaries

Lead Positive Change

An 8-week programme that uses innovative methods to help **kickstart a community project or enterprise for positive change**.

Fearless Leader Programme

A residential weekend that **helps emerging leaders build the confidence they need** to realise their potential.

Our Space Open Projects

A year long programme that **trains and enables leaders**. Focusing on building inclusive spaces that drive community action.

Activate! - The Best Leaders Create Leaders

A creative festival to **enable emerging leaders** to be further equipped, connected and have opportunities to collaborate.

The Cycle of the Empowering Leader

A framework developed by BUD to give leaders **a tool to empower others** to join and grow alongside them.

Report summary

This report demonstrates that BUD has **a variety of successful programmes** that bring participants closer to their communities, bring their ideas into fruition and provide a necessary boost of confidence that is necessary for the creation of positive change.



Methodology

This impact report has been carried out using a variety of **quantitative and qualitative data** that has been collected through online polls and telephone interviews. Further information has to be collected from videos created by BUD following events.

About BUD

Social Enterprise BUD is a **premier consultancy** that offers a variety of unconventional, transformational leadership programmes. BUD offers facilitation, coaching and consulting to individuals, change makers, businesses, social enterprises, and community groups for positive change. BUD has been working to plug this gap between a desire to lead change and having the tools and support to do so since 2014.

BUD's mission is to **help others achieve the most** by obtaining skills from those around them.

By incorporating our values into our methods **we guide our clients along the pathway to success.**

BUD builds and trains leaders to be empowered and enabled to **fearlessly develop strategy, engage their audiences and leave a legacy.**

Bespoke programmes are designed to **continue to build capacity by training other trainers** and leaders to equip others in their enterprises and communities.

BUD believes that **together we can build better economies and places.**

www.budleaders.org
[@budleaders](https://www.instagram.com/budleaders)



About the Founder

The Founder Georgina Wilson founded BUD in 2014. A **dynamic and inspiring woman**, Georgina is **devoted to facilitating real change** and uses **innovative, outside the box approaches** in her programmes, ensuring that they are **accessible for all**.



Her ideal is for every person to know and understand their value and purpose **evolving into their authentic self** so that they can **make a positive social impact**.

With her team of specialists and trainers, together those at BUD work to **help people and groups grow for positive change**.

BUD's Values

To listen means to understand

BUD doesn't just listen, it makes sure to **understand your ideas** and exactly where you're coming from.

No person is better, only different

One of the most important components of BUD's value system and philosophy, BUD believes in **building up the strengths that make you uniquely valuable.**

Give more than expected

We never do the bare minimum. We care about you and your vision and genuinely believe we should go above and beyond.

Be passionate

We want to be passionate about what we're doing not only because our work will be of better quality when we are, but because **it's important for us to enjoy what we're doing.**

Have fun

Community, business, and organisational development can be hard work. However, it can also be a lot of fun. We get to **spend time with great people** and watch as ideas come into fruition.



BUD's Approaches



Leadership

BUD focuses on supporting emerging and established leaders to become their best selves. At its core, BUD believes that this starts with **empowering individuals to feel confident and fearless** and to understand who they are and what their vision and purpose is.

Once this is established, BUD supports these individuals to empower other emerging leaders around them in order to engage with their community to collectively build sustainable change.

Capacity Building

BUD is well aware of the work that takes place around creating change through business and community. Often, those in leadership positions don't have access to the tools required to effectively lead change. Therefore, BUD has developed capacity building programmes to **empower communities to be equipped and enabled to create their own legacy**.

Support

BUD fills the gap in support that a number of communities and organisations feel when undertaking their impressive and inspiring projects. BUD has supported several long and short term projects in a variety of ways such as comms, engagement and project management.

Community

BUD is building and **ecosystem of leaders** with an ethos based on reciprocity. This will enable members to list their project and access support through online resources, meet ups and advice from other members' unique skillsets, knowledge and learned experiences.



Lead Positive Change

Course Description

Lead Positive Change is an 8-week programme developed by BUD's Founder Georgina Wilson.

It provides participants with the **tools and skills to challenge themselves** to **achieve their full potential** and **launch their idea** for positive change.

Not only will the course **enhance participants' leadership skills**, but it will **empower them as individuals**.

The content of the course is very **practical and outcome-focused**. Participants are required to trade their skills in exchange for the programme as **reciprocity is fundamental to BUD's work**.

Peer support is incorporated into the framework so that **participants' needs are addressed at all stages** of this step by step process.

Weekly activities: some examples

As part of this transformational leadership programme, participants will undertake a variety of activities. You will **identify your key skills**, and **create a vision**. You will take steps in **overcoming fear**, do some **leadership mapping** and **connect with others**. In addition, you will **develop a clear plan** and will **learn how to budget** and to submit funding applications, a key step in launching your idea.

We also focus on **communication and publicity**, so that your idea is spread to as many people as possible. You will have the chance to **perfect your pitch**, so that when it comes to launching your idea you feel completely prepared. A great end to the course is the **pitch event**, where all participants get to pitch their ideas to the group, with a prize to win.

Case Study 1: Marcia

Marcia Jones participated in Lead Positive Change in November 2018. Prior to Lead Positive Change, she felt she was on a steady course but required **extra support** to **take her ideas to the next level**.

Having begun her journey leading *Sister2Sister* in 2003 by hosting 'Girls' Night' in her front room, by February 2017 Marcia had moved her initiative to the wider community of Lambeth. The service offers "activities and events for women aged 18+, giving them the voice to speak up on issues such as mental health/wellbeing, sexual abuse and other emotive themes".



Key things Marcia learnt were: how to **plan thoroughly**, how to **build a team**, how to **ask for help** and ways to **partner with similar projects** to **gain experience** and **share skills**.

Marcia particularly highlighted her experience of the **skill sharing element** of the course. "It was **really, really useful**. Sometimes you come into a situation where you feel you don't really know much but then you realise you can pull stuff out of your own experiences. I was able to give my skills in terms of encouragement."

Marcia says that she "thoroughly enjoyed the experience, the team were great and I felt a **huge sense of unity**, comradery and learned so much and I'm truly grateful for the experiential learning. I have also been able to keep in touch with quite a few people and that makes it extra-special."

Now, Marcia describes herself as "a connector, bringing women in my circle of influence together who would not normally go out".

Case Study 2: Alys

Alys started working as a Community Activator with 'Library of Things' - a social enterprise that allows those in the community to borrow instead of buy - in August of 2017. She joined Lead Positive Change in Autumn of 2017.



Alys felt that there were some skills she needed to build on. Specifically, she wanted to **build on her leadership skills**. She says that Lead Positive Change gave her the **confidence** to set up and think through the Repair Party events she had to set up as part of her role. She says that "**active listening** is a really important skill to learn and is the one that stuck with me the most". Also, Alys highlighted that covering **budgets** and **smart goals** provided her with "**practical knowledge** that is good to know".

Alys pitched her idea at the final event and won the money that was at stake which helped buy insurance for the Repair Party events.

Interview with Alys



<https://youtu.be/8oi-iSjnQe8>

Case Study 3: Sharon

Before starting Lead Positive Change in 2018, Sharon had a "vague idea" of what she wanted to do. On completion of the course, her idea "crystallised". Sharon particularly highlighted the **support in seeking funding** for projects and says that "if that hadn't had been there I wouldn't have known the process of funding". Following the preparation of her funding application, she won money to support her idea.

Sharon offers self-development coaching programmes and social wellbeing events which are both designed to support the mental health of mostly African/Caribbean women in Lambeth. She uses a holistic approach which helps women deal with the inequalities they face in the health service and achieve life balance.

What The Participants Said... ”

"I feel much **more confident** to launch my idea following the course"

"The course helped me **take the giant step of faith** to actually complete a funding application"

"Lead Positive Change **helped me focus** on what I needed to look for in terms of starting a project"

"If there hadn't been **support on how to seek funding**, I wouldn't have known the process"

"The people made it. We all had different things going on but we kept **supporting each other**"



"Winning the money at the **big final event** was a nice way to know that the practical stuff we had learnt throughout the course helped in the end"

"The course gave me the confidence to set up my project"

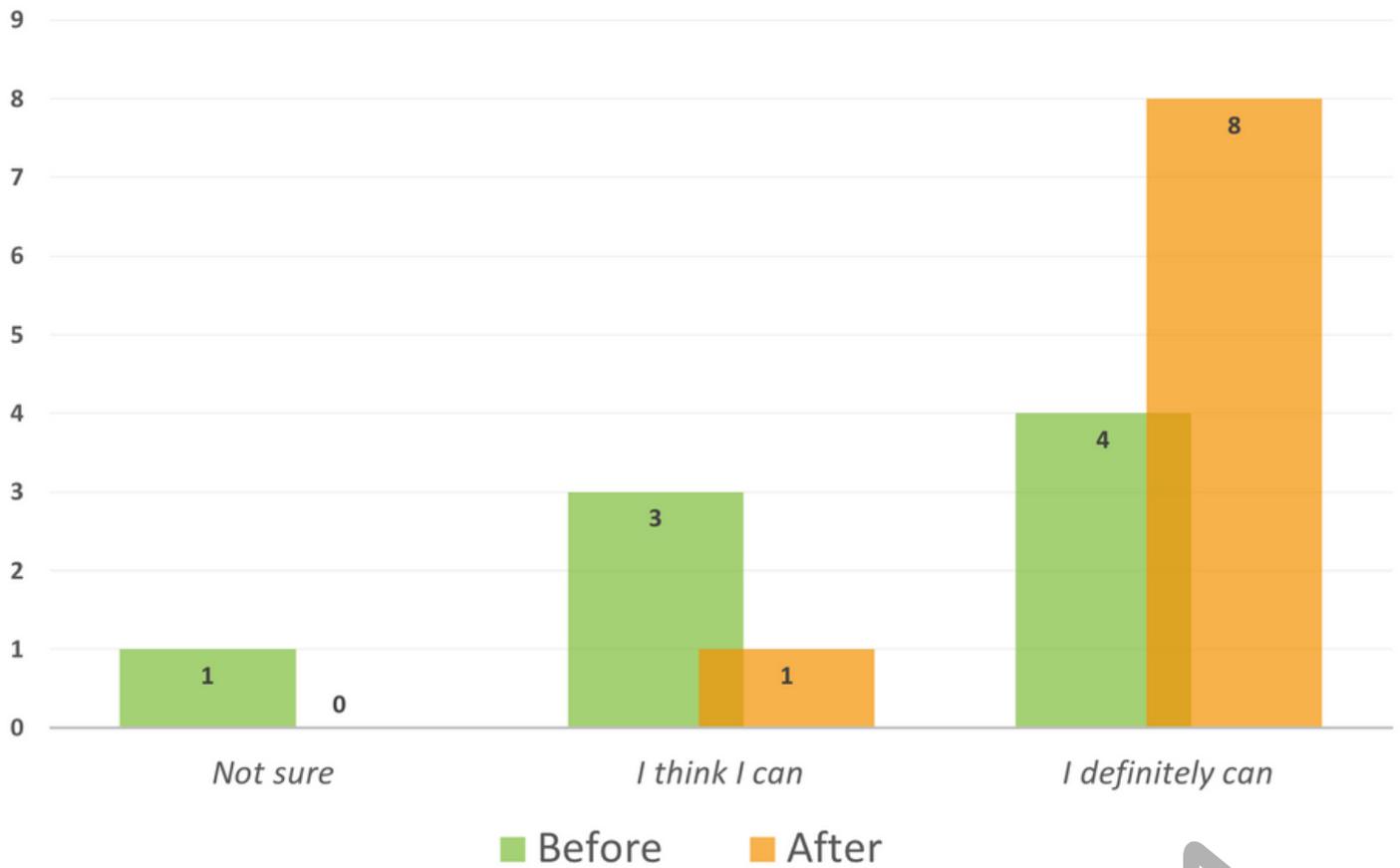
"I really valued learning about '**active listening**', '**smart goals**' and how to **engage stakeholders**."



"It was nice to **connect with other people in the community** and make each other aware of our different projects"

Info at a glance: Lead Positive Change

"How able do you feel to lead your project?"



Despite initial hesitations, the majority of participants had **confidence they could definitely lead** their project following the course.



Fearless Leader Programme

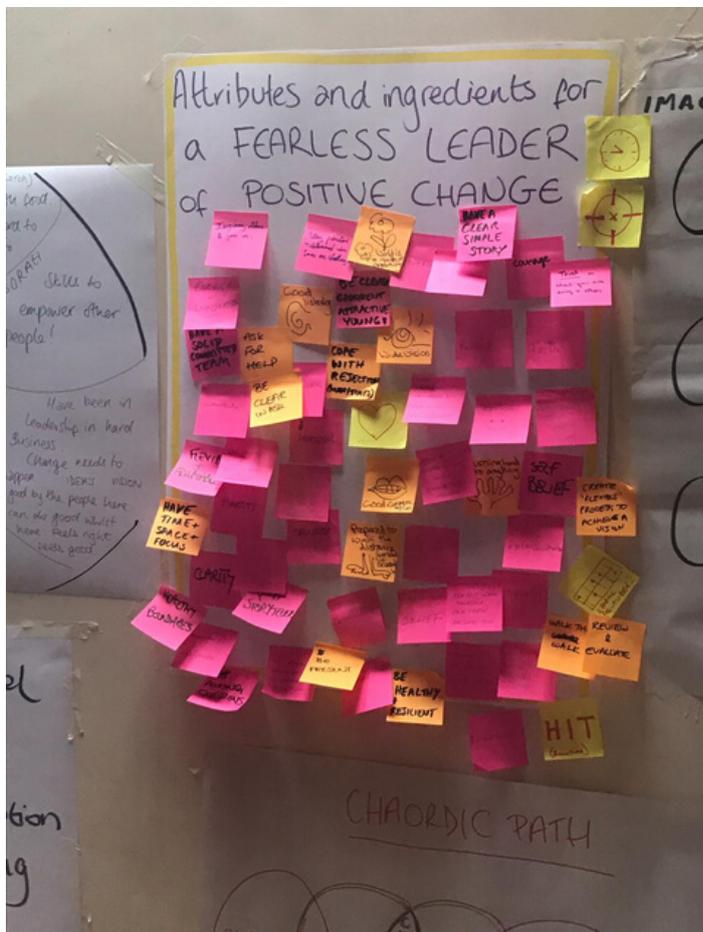
Course Description

This course is for those who have been **recognised for their skills and vision** but **lack the confidence to bring their ideas into fruition**.

BUD Director Georgina had these same feelings when she decided to run a community café - **you are not on your own**.

Fear is the one of the main reasons that stop us from actually starting. We believe that with support, and by actively facing our fears and trying anyway, **we can overcome them and step into the greatness we envision**.

BUD's Fearless Leader Programme takes individuals through that journey to become the leader within.



Click [here](#) to watch a video with more information.

Or, go to:
<https://youtu.be/WRac7BoloWs>



Case Study: Jane

I want to thank Georgina and Fausto for the Fearless Leaders weekend that truly was the **beginning of a new life for me.**

I have **changed and grown exponentially** since that **enlightening weekend** in Devon.



I look back at the woman I was then and barely recognise her.

I'm enjoying every minute of my hypnotherapy course, and soaking it up like a sponge.

I use what I'm learning with the clients at the detox and rehabilitation centre with some **really encouraging results** and have **grown in confidence beyond recognition.**

It won't be long now before I can start my own practice, I'm so excited about that, and **thanks to the encouragement and reassurance you all gave me I've overcome any doubts** about being too old to start a whole new venture.

I intend to live every moment to the full. I'll be sure to let you know how it all goes.





What The Participants Said...



"It's just been an absolutely amazing experience of **self-discovery** and **sharing** with other people"

"It has provided me with some **clues as to where I want to go**"

"I feel that I've really looked at what I'm up to, and have got a **new sense of direction**. It has connected deeply with me about where I am right now and what I can become"

"Sharing those experiences with people who have been there, done it, been on a similar journey, we're all working on completely different projects and completely different spheres and sectors and we have to tackle different problems in our different communities that we work with but generally **our journeys can boil down to very similar characteristics** and things that we can all share and **learn from each other**"

"**You can't put a value on it** but when you're there it adds so much weight and confidence to how you want to move yourself forward"



Info at a glance: Fearless Leader
Following the course...

70%

felt more
confident in
leading
themselves

90%

felt more
connected

100%

increased
knowledge
of tools

80%

felt more
confident
leading their
projects

OurSpace Open Projects

Course Description

BUD collaborated with the 'OurSpace Open Projects Leaders Programme', **empowering community leaders to create change in their neighbourhoods** and community centres.

It was a year-long programme (Jan – Dec) designed to **equip leaders with the skills to facilitate inclusive spaces** that can harness community action and **gain the knowledge to support the launch of project ideas** from within your community.

The programme worked alongside three spaces in Lambeth and 18 Leaders. **We trained these leaders** to deliver the Lead Positive Change Programme within their spaces.

As the programme drew to a close in December 2019, the newly trained facilitators celebrated the graduation of the participants they had delivered the Lead Positive Change programme to.

We all **celebrated the journey** we had been on and the wonderful outcomes, leadership skills and the **space to learn more about ourselves**.



What The Participants Said..



"Lead Positive Change has **enabled us to think strategically** about how the projects can have a **sustainable, long-term approach within the community.**"

It has given our community leaders the time to plan a community business" – Mel, Manager of The Yellow Qube Community Centre.



"Being on the programme has allowed me to **build in confidence.**"

So far, it has provided me with a **valuable insight into some of the barriers that prevent the community from progressing** and really **shaped the way I approach leadership of others.**" – Annie Gibbs, Participant Leader.



Activate! - The Event

Course Description

Alongside our collaborators, BUD hosted this fantastic event to enable leaders to discover how to **lead more effectively**, to **develop as a participatory leader**, and to take their vision for change to the next level.

This creative, **outside the box event** offers workshops and the opportunity to authentically connect and collaborate for change on our journeys together!

“ What The Participants Said... ”

"I really renewed my sense of **faith in myself**"

"It showed me the **importance of collaboration**"

"It was amazing. I met some **great people**"

"**This is the future**. This is the future of people"

"It was a very **positive** event. I'm feeling **inspired**"



"If you are interested in **making a change**, you should be here"

"I've been able to get my idea up and running again and connect with some really special people who can help me **achieve my dream**"

"These spaces are so rare in our everyday lives and it's amazing to be able to come and **be helped**"

"Realising that I don't have to lead from the front. It's lovely to be able to include people and **take people on a journey**"



Click [here](#) to watch a video with more information, or, go to this page:

<https://youtu.be/XPqPGHUceE4>

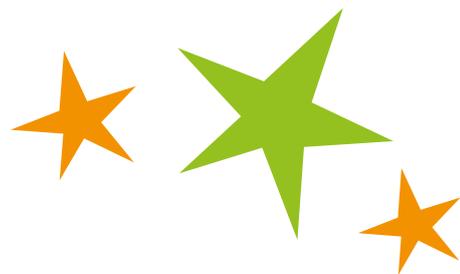
Cycle of the Empowering Leader

Workshop

BUD facilitated a workshop as part of the 'Community Organisers annual event in 2019', and also gave a taster online session with Semble.

The workshop, '**Empowering Leader**', focuses on a **4-step cycle** to becoming an empowering leader.

It is designed to give a framework to those who are in leadership to **enable and empower others** around them to develop as leaders.



“ What The Participants Said... ”

"Nice approach and **accessible** session"

"**Brilliant** workshop"

"Fun and **flowed** well"

"Very **reflective** and thought-provoking"

"Good framework, formula and **excellent facilitation**"

"The session did a great job of **introducing me to others** working in this way and reminding me of a basic framework from which to work off"

Info at a glance

The workshop averaged

4.1 out of 5

Story Telling For Change

Workshop

BUD worked with Centre4 in Grimsby to deliver training, and interactive practical workshops to help **community businesses engage their community**.



“ What The Participants Said... ”

"I **learnt more about clarifying the vision of the organisation** as well as to think more about what our personality is. There will definitely be a comms plan after these workshops!"

"I learnt how to **engage others in the story of my business**."

"I learnt that **we are not alone** and there are others willing to help."

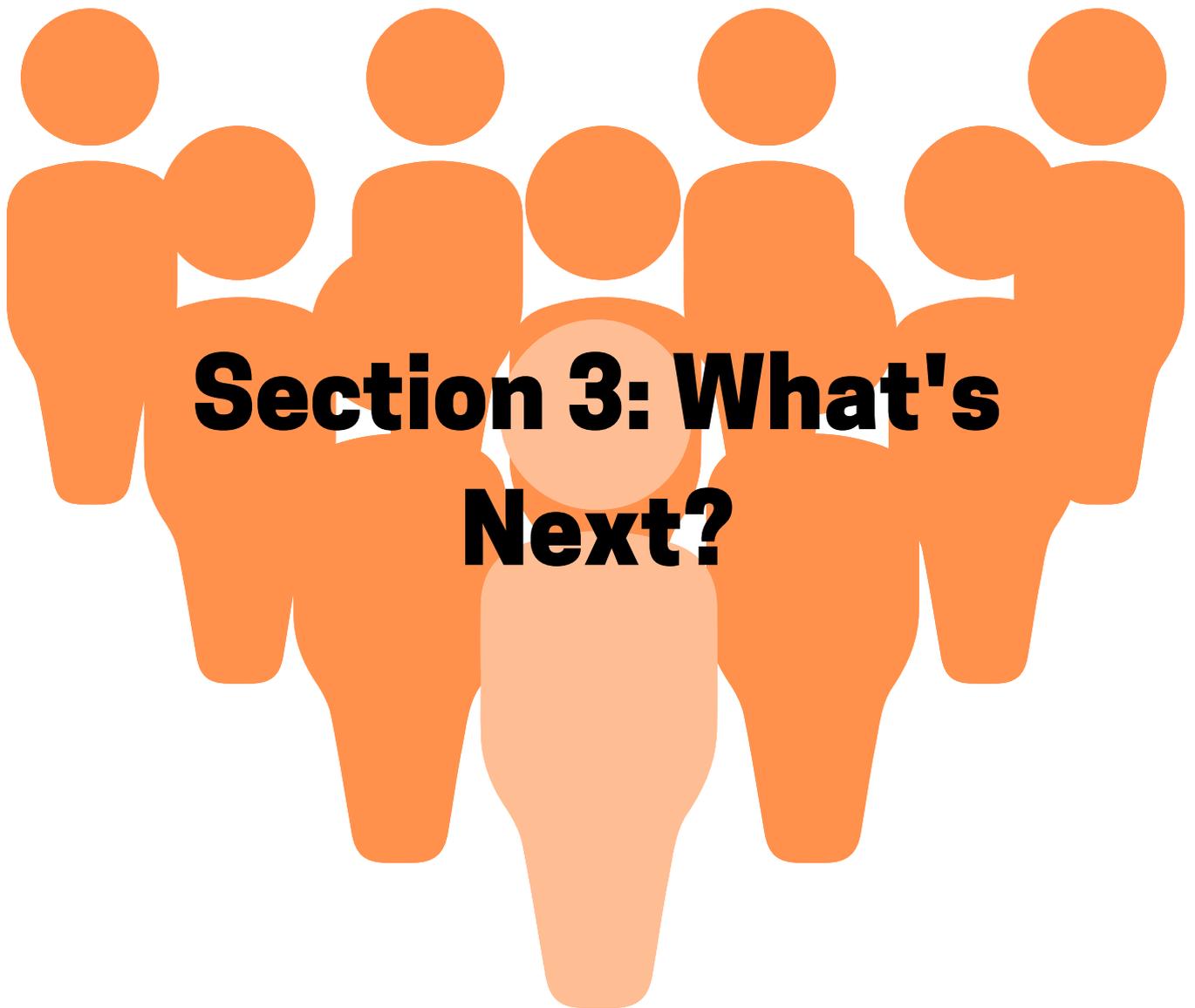
"It was **fun** and **upbeat**. I enjoyed meeting others."

"I enjoyed the **practical use of a variety of tools in a real life context**. It is so good to walk away with something **useful**."

"I learnt about the way to **connect with my key audience**, the way that social media plays a very important part in that, and how far social media can go towards publishing your event."

Info at a glance





In 2020 We Hope To...

Build the BUD Community

As we say, all we do is facilitate and hold spaces to **allow others to realise the greatness within them** and to **connect with others for change**.

Our community is like no other and fosters our values and ethos of **reciprocity**. Join us for connection, events, and toolkits, such as our ecosystem, a place for leaders of positive change and those with ideas that need getting off the ground can come together to **share passions, opportunities and challenges**, offer support and learn more about how to get involved with BUD. In addition, throughout 2020 we will be delivering 'Train the Trainer' events.

Click **here** to join the BUD Ecosystem! Or, go to this address:
<http://bit.ly/budcommunity>

Watch **this** video for more information:
<https://youtu.be/GL55HqPEaBE>

Build Capacity in Community and Business

By inviting teams and leaders to both experience and be trained to deliver our programmes such as Lead Positive Change and Empowering Leadership **we aim to provide the tools they need to hold within their own organisations for long term change**.

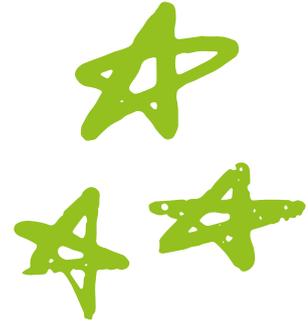
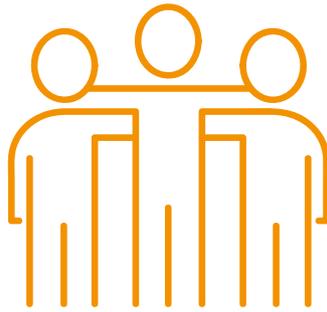
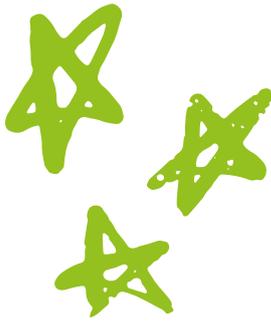
Offer Project Support

As ever, we understand some of the frustrations when leading an organisation or project and not having the capacity or the exact skills required.

We will **continue to support our clients** in bespoke workshops, facilitations, hosting conversations for change, engagement, project management, marketing and comms, strategy and coaching.

If you have any needs just get in touch for a chat and we'll see if and how we could add value.

Join Us



GET INVOLVED



PARTICIPATE

JOIN IN
SKILL SHARE
TRAIN

ASSOCIATE

WORK ALONGSIDE
FREELANCE
FACILITATE

COLLABORATE

PARTNER WITH
JOINT PROJECTS
SHARED RESOURCES



Georgina Wilson

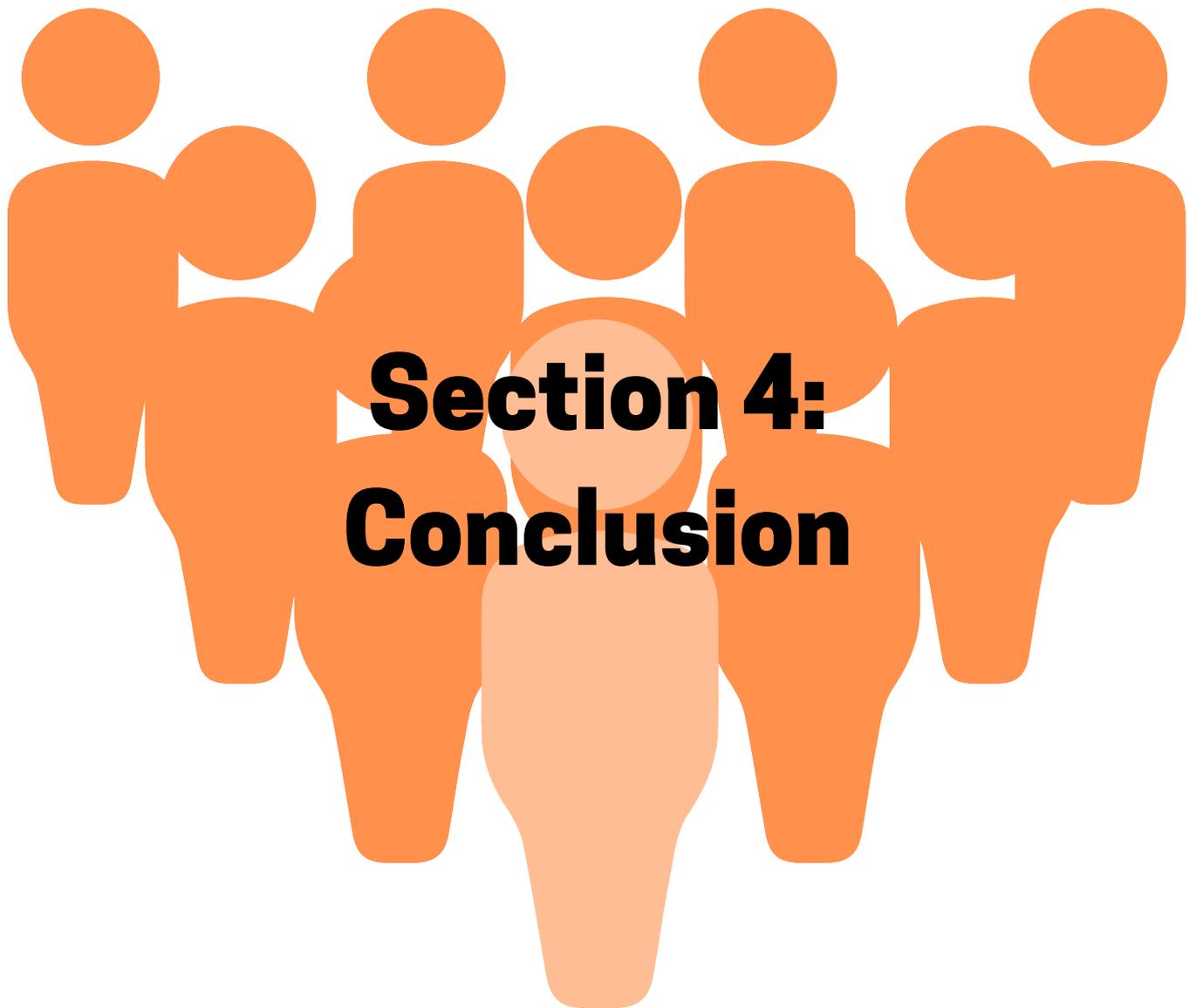


@leadersofpositivechange



@BUDleaders

Click [here](#) to email us! Or,
send an email to:
hello@leadpositivechange.org



**Section 4:
Conclusion**

Finding 1: BUD's workshops make people feel more connected to their community

When considering the feedback received from Lead Positive Change, the Fearless Leader Programme, OurSpace OpenProjects and Community Organisers it is clear that participants feel more connected to the community and to others on completion of the course. This has in turn **inspired participants to take their ideas further**, as can be seen from the case studies. Participants highlighted their satisfaction in connecting with other individuals in the community and learning from and interacting with their respective projects.

Finding 2: BUD's programmes enable participants' ideas to come to fruition

The data received from Lead Positive Change programmes demonstrates that the majority of participants had a clear idea, a plan or were ready to launch their idea following their participation in the course. Participants highlighted the **utility of learning about budgeting, creating smart goals and making funding applications**.

Finding 3: BUD's innovative and unique methods empower participants to feel more confident in their abilities; highlights their current skills; and, equips them with new skills to successfully lead change.

The variety of methods that BUD employs in its residential courses, workshops and coaching programmes ignites **creativity** and **inspiration** among its participants. Popular among participants is the skill sharing method, the **interactive** and **engaging** activities in BUD events such as Activate! and the **flexibility** of the online learning that takes place in Lead Positive Change.

BUD Clients & Collaborators





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