

## STRATEGIC PLANNING ASSIGNMENT

For your final series of projects (outline, presentation, and final written assignment), you will select one of the following assignment pathways. Each follows the same relative format and timeline, and **includes these basic elements**:

- A description and analysis of the enterprise mission/vision statement, including its social value
- A lean business model analysis (including a SWOT analysis)
- A prescriptive element which addresses a strategic weakness

### ASSIGNMENT PATHWAYS

- 1. Social Business Case Study:** The study of an existing social business or social enterprise. Please choose from among the examples found in one of your textbooks (examples include Greyston Bakery, Tesla, Aki Energy, ImaginAbility, Purpose Construction, or any other example). Ensure you include the elements described above.
- 2. Social Business Idea Pitch (“prototype”):** Do you have a great idea? This is an opportunity to test it using elements of a lean business canvas. Use the models in your textbook as a basis for considering how to plan your pitch, start-up, and operational goals. Ensure you include the elements described above.
- 3. Hands-on Strategic Planning (new!):** This option includes the study of a *particular aspect* of an operating social business or enterprise. You will likely have to draw from particular chapters in your text to address a need (HR-related? Accounting? Vision/execution of a business plan?). Ensure you draw from the elements described above; the difference with this option is that you will spend more time articulating a particular aspect of the operational plan / addressing a strategic weakness.

### TIMELINE

#### March 11: Basic concept draft / lean business model workshop (no grades)

- come with a description of what you’re doing (1-2 paragraphs)
- define the “problem” you’re intending to solve (a goal) and propose a timeline
- bring this to share with a colleague
- these are basic starting points – they will be expanded upon in class using the lean business canvas

#### March 25<sup>th</sup>: Re-draft of basic concept / addition of sources (10% of course grade)

- re-draft the description of what you’re doing following the lean business canvas
- include a few external sources and explain their relevance to your project
- prepare something to share with a colleague and explain to the class

#### April 11<sup>th</sup>: Prototype feasibility study (4-5 pages – 25% of course grade)

- write an analysis of your case
- both will use the lean start-up canvas idea. Please ensure that you conduct an appraisal of the institutional (ie. social, ecological, political, economic) context for the venture and invest effort in the structure of your proposal, using the lean start-up canvas as a model.

#### April 11<sup>th</sup>: Presentation / Pitch (pecha kucha format – 25% of course grade)

- Each person/group will present their study findings during the final class of this course
- Your peers will recommend a grade using a web-based form