



AMANI INSTITUTE

*Develop professionals who create social impact*

# SOCIAL INNOVATION MANAGEMENT

# PROGRAM OUTLINE

If you are not yet sure about what the Post Graduate Certificate in Social Innovation Management is all about, this document will help you! We describe in detail each of the three phases of the program: Foundation, Immersion, and Acceleration.





# FOUNDATION PHASE

1 MONTH



This phase kicks off with a Welcome Webinar where you will have the chance to meet all the other Fellows from around the world.

The Foundation Phase happens through an online learning platform over 4 weeks. Each week has readings, individual activities and group work corresponding to the topics of that week.



### **WEEK 1 - What is social innovation and why are you interested in it? Where will you innovate in São Paulo or Nairobi?**

A week to get to know each other, share your story and discover what's behind the buzzword of "social innovation".

For those not already in a job or running their own venture, you will also have interviews to place you in an apprenticeship that matches your skills and passions.

### **WEEK 2 - Social Innovation in your home country**

Have you ever asked yourself what is going on in social innovation in your home country? This is when you will discover that.

Apprenticeship interviews continue.

### **WEEK 3 - Social Innovation in the world**

You will team up with other Fellows to research and find solutions to a global challenge.

Apprenticeship interviews continue.

### **WEEK 4 - Getting Prepared for the Immersion Phase**

Time to get prepared for the Immersion Phase! Specially, to read the materials for the first course on Bio-Empathy and finalize your packing, accommodation, and other travel logistics.





# IMMERSION PHASE

4 MONTHS



The Immersion Phase has between 250 and 300 hours of content about improving your skills to be a social innovator. That is not all; you will also spend around 75 hours working on your own social innovation – a solution you develop to address a challenge in society that you care about. Finally, you will do an apprenticeship or keep developing your own venture or current job. There will also be a range of other activities to participate in, and better understand the innovation ecosystem you are in.

As you can see, this phase is very intense. It will definitely change the way you see and approach the world.

#### **ELEMENT 1: Professional Skill-Building Courses**

You will have 2 professional skills courses per month to build your Communication, Leadership, Problem Solving, Management and Entrepreneurial skills with global expert practitioners and guest speakers. We will select the final 8 courses considering the profile of the class and the availability of our instructors, but you can get a sense of the types of courses on the Faculty page of our website. The final list will be published during the Foundation Phase.

#### **ELEMENT 2: Practicing Social Innovation**

Through a guided process you will build a solution to a social problem and prototype the solution. Based on your interests, this might be the start of a new social venture or an improvement to an existing organization.

#### **ELEMENT 3: Inner Journey of the Changemaker**

You will deepen your leadership skills for your own journey as a changemaker. At Amani we consider each of you a whole person who not only needs new skills and tools to create social change but also the inner “muscles” to sustain that change in the long term.

#### **ELEMENT 4: Apprenticeship**

If you are not working full time or running your own social venture, you will do an apprenticeship or consulting project at a local organization in São Paulo or Nairobi to learn how the social sector works, what it truly takes to create change on the ground, and to put into practice all the skills you are learning from the other elements of the program.

#### **ELEMENT 5: Learning Trips, Site Visits and Events**

During the Immersion Phase, you will have 2 learning trips outside the city of 3-4 days each. The goals of these trips are to stretch your comfort zone to see things from other perspectives, but also give you a broader sense of the beauty and culture of the country you are in.

The Amani experience is limitless! You can complement the curriculum with many optional activities both through and outside of Amani Institute, from learning events to networking gatherings to art and culture. All of this will help you get to know the local social innovation community at São Paulo or Nairobi and see exactly why these cities are global hubs for innovation.





# SAMPLE CALENDAR

Let's see how these elements play out each month. No two Immersion Phases are alike. No two weeks are alike. But for you to have a sense about what will happen, below is an illustrative example of what other Fellows have experienced in former Immersion Phases

(note: this is purely to give you an idea; the exact courses you will have might be different). For the full list of the courses, go to Skills Building Courses and Faculty Full List located our website.

## PROFESSIONAL SKILL BUILDING COURSES

### Month 1

Example Course 1: The Bio Empathy Course inaugurates the Immersion Phase. It happens during a 4-day trip in nature. It is also an amazing moment to bond with the other Fellows.

Example Course 2: The Leadership Bootcamp deals with how to lead your self, lead others and lead a vision.

### Month 2

Example Course 3: Creating and Managing a Social Venture will help you to understand the world from the mindset of a social entrepreneur.

Example Course 4: Brand Thinking for Changemakers will help you find ways of making sure your idea gets to as many people as possible with credibility and excitement.

### Month 3

Example Course 5: Design Thinking teaches social technologies to help you understand your user and design a solution with the end user or beneficiary in mind.

Example Course 6: Financial Management or Fundraising Skills gives you the tools to deal with the "numbers" of your project or organization.

### Month 4

Example Course 7: Technology for Social Change helps you discover the latest technologies that are shaping the social impact sector and how to leverage them in your own work.

Example Course 8: Behavior Change takes insights from Behavioral Economics to help you see how to adapt to the behavior of our users, beneficiaries, and stakeholders to find better solutions.



## THE PRACTICE OF SOCIAL INNOVATION

### Month 1

During the first month you will discover or reaffirm the social challenge or opportunity that you personally care a lot about and want to find a solution for.

You will then start understanding the underlying problem and find out more about the challenge, using a diverse range of sources and types of information. You will need to interview people, go to the field, plan site visits and do research!

### Month 2

Once you have understood the challenge we will help you find new questions about the challenge that nobody else is asking. You will also learn from other fields or sectors about things you can adopt for your own challenge. Then you will begin moving towards developing your idea or solution.

All this will happen through the guidance of the Amani Team and your peers in a very hands-on, dynamic and experiential way.

### Month 3

You will continue defining possible solutions to your challenge and testing them in real life while sharing your idea with others to get a variety of insights and reactions.

You won't need to fully implement the solution but you will need to test its feasibility and adapt it for greater social impact.

### Month 4

Finally we will analyze how your idea will impact its intended end users and the world at large.

You will then get ready for your Final Presentation, where each of you will share with the Amani community the process you've gone through and your innovative solution. We will then celebrate you and your success so far!

## INNER JOURNEY OF THE CHANGEMAKER

### Month 1

The Inner Journey of the Changemaker is a 5-phase model for a life of change-making.

During the first month we will focus on helping you answer the question "Why do I want to create change?"

### Month 2

The question that will guide the second month will be "What are my options to create change?".

You will begin a phase of exploring what the world needs and how that intersects with your own interests and skills.

### Month 3

During this month we will help you think about decisions regarding your social change career, taking into account your aspirations, purpose, and sense of responsibility but then looking at courage, fears, and taking action.

### Month 4

The final month is about starting to create change, and avoiding burning out and losing hope. You will also start to explore who you are becoming, what changes have happened during the program so far, and what that means for the path ahead.



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## APPRENTICESHIP

### Month 1

This is normally about learning and adapting to your host organization's working style. There is usually a period of adjustment on both sides as the relationship between you and organization starts to build.

We will also set up structures for you to reflect on what you are learning in the organization and how that affects your views of social change in practice.

### Month 2

You will start having some specific tasks and even projects under your responsibility. We will check with you and with your host organization to see how things are going and what can be improved.

### Month 3

By this time, you are starting to see how the tools you've learnt in the skill-building courses are applicable to the work of the organization. You also start to see where your initial assumptions about the organization and the field of work may or may not have been accurate.

### Month 4

The last month is when you complete your tasks and in some cases even continue collaborating with the organization after the period of the apprenticeship is over

## LEARNING TRIPS, SITE VISITS AND EVENTS

### Month 1

The Immersion Phase is inaugurated with the Bio Empathy Trip. We will go away from the city to immerse ourselves into nature to connect, get inspired and learn from it.

We also organize various optional social events like happy hours or "fuck up nights" for you to start meeting people in the innovation community.

### Month 2

We will do site visits to social ventures working around the city (for example, to Sanergy or Honey Care in Nairobi and Geekie or Alana in São Paulo) to see firsthand how a social venture works.

There are also opportunities for Fellows to organize short workshops for each other based on skills that someone possesses that is of interest to others in the group.

### Month 3

In some cases, the site visits can take the whole day and might include skills-based activities like doing a design thinking class in a partner organization that works with education in the slums of São Paulo or Kenya.

Peer-learning events and happy hours continue.

### Month 4

The final trip closes the Immersion Phase and introduces the Acceleration Phase. It is a period of deceleration, renewal, and reflection about the last 4 months. It normally happens in a beautiful and relaxing place outside the city.



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# ACCELERATION PHASE

4 MONTHS

This phase kicks off in the month following the end of the Immersion Phase. It will help you digest and reflect on what you have learnt during the Immersion Phase and prepare you for the next steps in your career, and reconnect both with your own class and the class from the other country (whether Brazil or Kenya). Below is a sample description of how the Acceleration Phase works. It will require around 5-10 hours a week and all will happen virtually through our online Learning platform.

### **MONTH 1 - Decelerate to Accelerate**

During this month we will help you reflect on the learnings during the Immersion phase. It is important to process everything you've done before continuing with the next steps.

There will be structured activities to help you with the reflection and digestion of the different elements of the Immersion Phase. These include Global Dialogues with Amani Fellows in other countries, Local Dialogues, building a practice of renewal and templates for reflection.





## **MONTH 2 - A. Applying your Learning Part 1: Designing an Implementation Plan**

You will pick any topic that you have learnt at Amani and apply it to a professional setting. The setting for this could be any of the following options:

1. A new organization in your home country,
2. Your apprenticeship organization
3. The organization where you are currently working
4. Continuing to develop your own social innovation project or your own organization

### **B. Looking for Jobs Clinic and Online Portfolio**

Also during this month, if you are still looking for a job, we will help you improve your CV, build your online portfolio and prepare for interviews.

There will be a session to introduce you to the online portfolio and its importance. You will have to deliver your online portfolio by the end of the 3rd month, regardless of whether you are still looking for a job or not.

## **MONTH 3 - Applying Your Learning Part 2: Executing your Implementation Plan**

During this month you will implement the Implementation Plan into an organization with the support of your peers and the Amani Team.

You will also get feedback about your Implementation Plan with an Amani Fellow from Kenya or Brazil through a facilitated dialogue.

## **MONTH 4 - A. Applying Your Learning Part 3: Final Presentation**

During the last month of the Acceleration Phase you will present the results of your Implementation Plan to the Amani community and receive feedback. You can choose your presentation format from a list of options:

- A professional memo
- A short video
- A blog post
- Another format you might like to propose

### **B. Mentorship and closing**

We will train you in how to find a mentor to assist you during your next career steps. The Amani teaching team will also have a final mentoring session with you to analyze your time at the program, your final presentation, and explore ways we can support you during the next phase of your career.





# DO YOU LIKE WHAT YOU'VE READ?

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Then click here to Apply to the Post Graduate Certificate in Social Innovation Management

If you have additional questions please write an email to [info@amaniinstitute.org](mailto:info@amaniinstitute.org)



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