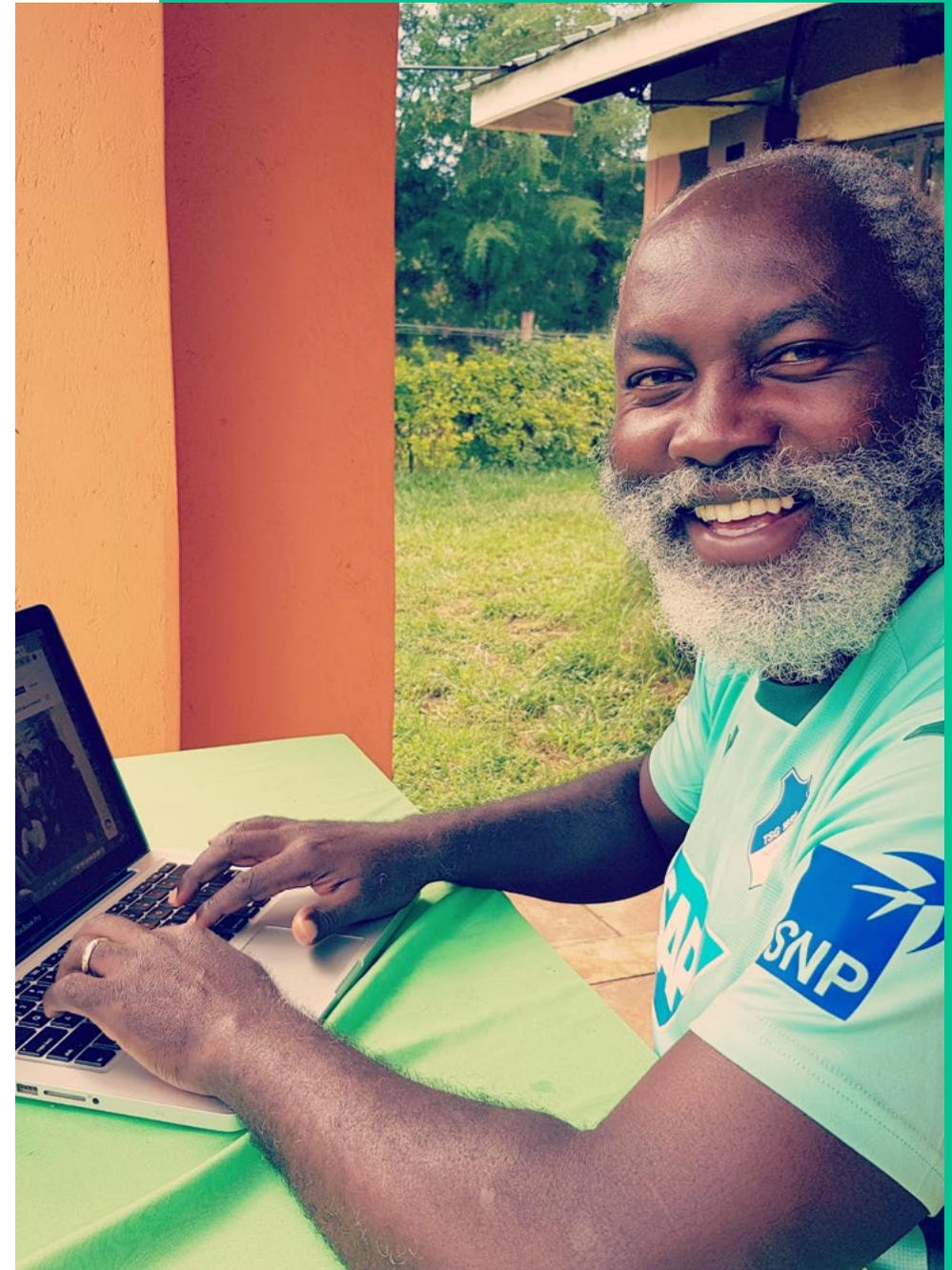




# Program Outline

**Social Innovation  
Management Program**  
– Special Edition



# Introduction



This document lays out in more detail how each element of the Post-Graduate Certificate in Social Innovation Management program will work.

If you apply and get accepted into the program, you will receive an additional document with more details on the weekly structure of the program, the faculty, guest speakers, Amani network, course descriptions and learning objectives, logistics of the program, and more.

If you have any questions about the above topics, feel free to bring them up in your interview process once you have applied and been shortlisted for the next round. We encourage you to apply!

# Program Overview

The Post-Graduate Certificate in Social Innovation Management contains about 130-140 hours of content geared towards improving your skills to be a social innovator. That is not all; you will also spend around 60 hours working on your own social innovation – a solution you develop to address a challenge in society that you care about. Finally, you will either do an apprenticeship or keep developing your own venture or continue with your current job. There will also be a range of other activities to participate in.

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

## ELEMENT 1: Professional Skill-Building Courses

You will participate in 4-5 professional skills courses per month to build your Communication, Leadership, Problem Solving, Management and Entrepreneurial skills with global expert practitioners and guest speakers. These courses include a set of 4 “core” courses that span the full 5 months and contain the main projects you complete in the program, as well as 6 specialized “deep-dive” courses that will start and end within a 2-week period in that month. You can get a sense of the courses and the instructors on the website.

## ELEMENT 2: Real-World Practice

If you are not working full time or running your own social venture, you will do an apprenticeship or consulting project, to learn how the social sector works, what it truly takes to create change, and to put into practice all the skills you are learning from the other elements of the program. Please refer to the website for more details on the options for the apprenticeship.

## ELEMENT 3: Special Activities

In addition to all of the above, you will also participate in a range of activities designed to stretch your comfort zone and see things from other perspectives. This includes peer dialogues, peer-led skill sharing, guest speakers, special events, and other fun assignments. Besides all this, you can complement the curriculum with many optional activities both through and outside of Amani Institute.

# Sample Calendar



Let's see how these elements play out each month. Here is an illustrative example of how the experience can unfold. (Note: this is not an exact calendar but rather one for illustration purposes. A final calendar will be shared with you 2 weeks before the start of the program).

## Month 1

**Core Course – Practicing Social Innovation:** 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.

**Core Course – Building Intrapreneurship Skills:** helps you understand the role of the “intrapreneur” in making change inside an organization and some essential skills in helping you do so.

**Core Course – The Inner Journey of the Changemaker:** This curriculum is in 3 parts. During the first month we will take a close look at some of the building blocks of any person's inner journey.

**Deep-Dive Course 1: The Bio-Empathy Course** helps you understand how nature is the ultimate innovator and how we can learn from nature as we make solutions for social impact. You will never look at the nature around you in the same way again!

**Real-World Practice:** You will decide whether your practice arena is in your own current job OR a new start-up you are launching OR an apprenticeship/consulting project source for you in partnership with us. Regardless of your decision, this phase is normally about learning and adapting to your host organization's working style. 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.

**Special Activities:** These could include a 1-1 discussion to set you up to make the most of the program given your professional goals as well as other get-to-know activities within the class.

# Sample Calendar



## Month 2

**Core Course – Practicing Social Innovation:** 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!

**Core Course – Managing your Impact Career:** This is a deeper dive into how exactly you want to set up your career going forward: we will look at how the world of work is changing, and what sectors within the social change industry will be of interest to you.

**Core Course – The Inner Journey of the Changemaker:** During the second month, we will focus on helping you answer the question “Why do I want to create change?” examining things like your mental models, vision for the world, purpose, and more.

**Deep-Dive Course 2: Measuring Social Impact** will help you to understand what exactly it means to “have social impact”, how to know if you’ve succeeded and by what tools, frameworks, and metrics you can gauge the progress a social impact program or initiative has made.

**Deep-Dive Course 3: Storytelling as a Leadership Skill** will help you understand the age-old art of storytelling and learn concrete ways to deploy it in your daily work as a changemaker.

**Real-World Practice:** For those in an apprenticeship or consulting project, 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.

**Special Activities:** These could include a panel of Amani alumni sharing how the program has benefited their careers, fun social activities, and a guest speaker or two.

# Sample Calendar



## Month 3

**Core Course – Practicing Social Innovation:** 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.

**Core Course – The Inner Journey of the Changemaker:** We will now move into the second part of the course, which is around how you can be a better changemaker (within), exploring ideas such as building courage, dealing with uncertainty, and managing your well-being.

**Core Course – Building Intrapreneurship Skills:** you start to understand core skills for making change inside an organization and narrow in on which “intrapreneurship project” you will undertake.

**Core Course – Managing your Impact Career:** This is a deeper dive into how exactly you want to set up your career going forward: we will wrestle with questions of how your past can support your future career interests and what role money will play in your life as a changemaker.

**Deep-Dive Course 4: Leading Purpose-Driven Teams** deals with how to lead others towards a vision for change.

**Real-World Practice:** 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 and how you might implement your intrapreneurship project.

**Special Activities:** These could include more peer dialogues and peer coaching, as well as skill-sharing activities amongst the Fellows to benefit from each others’ expertise as well.

# Sample Calendar



## Month 4

**Core Course – Practicing Social Innovation:** 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.

**Core Course – The Inner Journey of the Changemaker:** We continue to focus on how you can be a better changemaker (within), exploring ideas such as building better habits and managing your energy.

**Deep-Dive Course 5:** 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.

**Deep-Dive Course 6: Fundraising Skills** gives you the tools and skills needed to be a magnet for bringing resources into your organization – this is a key skill for being an effective changemaker.

**Real-World Practice:** You continue to make progress with your deliverables for the organization and begin to apply your new skills into an “Intrapreneurship Challenge” which will allow you to leave behind a tangible legacy from your apprenticeship.

**Special Activities:** These could include more guest speakers, “surprise” webinars, and more. Many of you will also be starting to plan for future job searches and will avail of extra coaching sessions offered by Amani Institute staff.

# Sample Calendar



## Month 5

**Core Course – Practicing Social Innovation:** 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!

**Core Course – Managing your Impact Career:** at the course's end, we will explore how you will enhance your networks and define your online presence to make an impact in the world, which you will share with your peers and the Amani community.

**Core Course – Building Intrapreneurship Skills:** you will finalize your intrapreneurship challenge and present it to your peers.

### **Core Course – The Inner Journey of the Changemaker:**

We now move into the final part of the course, which is around how you can be a better changemaker (towards others), exploring topics such as having courageous conversations, managing emotions, building a support network, and more.

**Real-World Practice:** 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. In the past, many Fellows have received offers to continue their apprenticeship as a paid consultant or even as a full-time staff. For those of you working on your start-up, this is where you get ready to launch it. And those of you continuing with your jobs, you will move ahead with renewed confidence and vigor.

**Special Activities:** This month focuses on coaching sessions to prepare all your presentations, as well as many curated opportunities for reflection on the program and how it will impact your path forward. You will also get to know the Amani Fellow community and how you can harness this global network as you move forward in your career.



# See you soon!

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Facebook: [theamaniinstitute](https://www.facebook.com/theamaniinstitute)

Twitter/Instagram: [@amaniinst](https://www.instagram.com/amaniinst)

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