

Lesson 13 Realisation of a FairShares plan

Learning objectives

To be able to facilitate the process of pitching, prototyping and looking for professional advice.

Description of the content of the lesson

This lesson covers the transition process from incubation to operationalisation of a FairShares Plan. We also consider how to facilitate networking to overcome ecosystem constraints and limited resources.

Resources required

Internet-enabled laptop, computer, tablet or smart phone to work on documents on and off-line.

Preparation (15 mins)

This lesson works best when a project is reaching a level of maturity and a coach is working with a group to transition from planning to start-up. In a 'Train the Trainer' course, there may not be such a group, so you can prepare a case based on new development in the 'Relevant Practice Cases' (Annex 6) or agree with students an alternative case sufficiently well-known to work through lesson tasks. The tasks and learning activity below provide a framework for coaching trainers on the processes for the realisation of a FairShares Plan. However, it is vitally important that you adapt to their needs and are prepared to deviate from these if it better serves the needs of the group.

Ask all participants to (re)familiarise themselves with the [Seven ICT Platforms](#).

Ask all participants to (re)familiarise themselves with the [Four Legal Choices](#)

Content

Download the lesson materials before you undertake this lesson.

Task 1 – Set Tangible Goals (20 mins)

Support teams to outline their vision.

- Identify significant, measurable, project goals that will bring existing projects to fruition, or which the selected case study went through during start-up/conversion.
- Take one case: for each large goal, establish the smaller goals that were (will be) achieved to meet the larger goal.
- Put them on a timeline and debate them within the group, with your facilitator (it can help to use a spreadsheet to collaborate online).

Task 2 – Identifying Resources (20 mins)

Develop a method for identifying the pool of resources accessible to the founding group (Founders)

- Mindmap (or list) personal, professional and physical resources at the group's disposal.



- Distinguish material (item), immaterial (skill) and professional resources (profession).
- Create a composite list of the resources for everyone in the study group.
- Allocate your resources against the ‘smaller goals’ in ways that will facilitate them.

Task 3 – Develop a Strategy (20 mins)

With your goals and resources consolidated into a single document

- Practice combining knowledge about access to resources with the small goals on your timeline. In short, prepare a document of what will you do when, and what resources (wealth) will you need to access?
- Identify which FairShares Learning and Development techniques will support you to work through issues that arise out of this process.

- Take a Comfort Break -

Learning Activity 1 (45 mins)

- Prepare a 1-minute elevator pitch that contains a problem statement (or pressing issue), a new value proposition, an emotional hook.
- Create a verbal (video) and written (text) version of your pitch.
- Identify communication tools and pathways for disseminating your pitch.
- Identify tools for product development cycles - Trash, Lego, Stick, Bluetec etc.
- Identify professional advisers - map local, national, international support as a group activity.

Learning Activity 2 (15 mins)

- Refine your detailed timeline/strategy by adding the ICT platforms you will use for ongoing revision of your timeline/strategy (in a virtual environment) and operational management of products and services.

Evaluation of the lesson

- Was this lesson helpful for you?
- Do you have an overview of the processes for realising a FairShares Enterprise plan?

Expectations of the FairShares Trainer

To be able to support the realisation of a FairShares Plan

Time

2 ½ hr

Additional resources

Read ‘How does a FairShares enterprise evolve?’, Part 1, ‘[The Case for FairShares](#)’ (pages 38-56)

Read the ‘Extra Material’ on Coaching and Auditing.

Learn how to develop insights using [FairShares Social Auditing Tools](#)

Learn how to develop insights using [FairShares Advanced Diagnostics](#)

