

Employment Social Enterprise Design Canvas:

Impact Statement				
EMPLOYEE SUCCESS PROGRAM			BUSINESS MODEL	
Focus Population	Program Structure	<div style="display: flex; justify-content: space-between;"> Program Business </div>	Customer Relationships	Customer Segments
		<div style="display: flex; justify-content: space-between;"> Program Business </div>		
		<div style="display: flex; justify-content: space-between;"> Program Business </div>	Channels	Value Proposition
Wraparound Services	Job Training	<div style="display: flex; justify-content: space-between;"> Program Business </div>		
Contributed Revenue Streams		<div style="display: flex; justify-content: space-between;"> Program Business </div>	Business Revenue Streams	
Program Outcomes			Business Outcomes	

1. Highlight in Green the sections you feel *most* confident/knowledgeable in
2. Highlight in Yellow the sections you feel *least* confident/knowledgeable in
3. Use post-it notes to note which sections are aligned and where there are tensions
4. **Later:** At the bottom of each section (or in the margins), write the name of the person at your organization who is *most knowledgeable* about that section

How to Fill in the ESE Design Canvas

Impact Statement

What is the underlying reason why your organization exists (your north star or anchor purpose)? What are you on a mission to achieve, and for whom?

EMPLOYEE SUCCESS PROGRAM		BUSINESS MODEL	
<p>Focus Population</p> <ul style="list-style-type: none"> Who are the specific population(s) you focus on hiring? What are the strengths, challenges, and goals of your participant employees? 	<p>Program Structure</p> <ul style="list-style-type: none"> How is your program designed to ensure long-term employment (e.g., 1:1 coaching duration, frequency of soft skills training, progression of jobs and skills needed)? How are participant employee jobs designed (e.g., permanent vs. transitional, wage, schedule)? 	<p>Key Resources</p> <p>Program How is your program staffed? Does it have a physical location? Do you have program policies?</p> <p>Business How is your business staffed? What are your key physical, financial, and intellectual resources?</p>	<p>Customer Relationships How do you attract, convert, retain, and develop your customers?</p> <p>Customer Segments Who are the specific groups of people or organizations for whom you aim to create value? What are their important and unmet needs?</p>
<p>Wraparound Services What activities, services and benefits do you offer to support participant employees in achieving their goals?</p>	<p>Job Training What types of job training do you offer (e.g., on-the-job, instructor- or group-led)?</p>	<p>Key Partners</p> <p>Program Who are your program partners (e.g., for recruitment, wraparound services, placement)?</p> <p>Business Who are your business partners (e.g., suppliers, distributors, marketing partners)?</p>	<p>Channels What are your paths to finding, reaching, and delivering value to each customer segment?</p> <p>Value Proposition What are your products / services that create unique value by meeting important and unmet needs for each customer segment?</p>
<p>Contributed Revenue Streams Do you have any philanthropic income generated through fundraising (e.g., grants, donations)? How large is each revenue stream?</p>	<p>Cost Structure</p> <p>Program What are the expenses that occur because of your social mission (e.g., wraparound services)?</p> <p>Business What are the ordinary business expenses that occur regardless of your social mission (e.g., rent)?</p>	<p>Business Revenue Streams How do you generate earned revenue through the sale of your products / services? How much does each revenue stream contribute to your total revenue?</p>	
<p>Program Outcomes What are the ways in which participant employees' lives are expected to change in the short and long term?</p>		<p>Business Outcomes What are your key business outcomes (e.g., may be related to financial management, operations, marketing, leadership and talent, growth)?</p>	

- 1) Read the prompts for each section provided above.
- 2) Consider starting with the boxes on the top left and right corners of the canvas ("Focus Population" and "Customer Segments"), enter your descriptions. You might also consider starting with Program Outcomes and Business Outcomes.
- 3) Pull in relevant information from your Logic Model and Business Model Canvas.
- 4) Continue filling out the boxes on the left and right sides before moving inward to the shared column in the center ("Key Resources," "Key Partners," "Key Activities," "Cost Structure").
- 5) Be as specific as possible in your descriptions.

This is a new tool for REDF – we would love to hear your feedback! Please let Abbie (afllis@redf.org) or your REDF RM know if you have any feedback on the tool. Happy designing!