



Empower—Be the Change



The organisation

Empower - Be The Change is an award winning social enterprise based in Wrexham delivering personal and professional accredited leadership qualifications. The organisation empowers people and teams to build positive mental resilience, fully realise their self worth and achieve their potential.

The Empowerment Programme supports individuals to build their mental resilience and their confidence to ensure that they become empowered to make decisions in their lives, both in their personal life but also within their working environment or training / education environment.

Results of the programme

- **60% of participants who were in education felt more empowered to make decisions after attending the programme**
- **Unemployed participants felt their confidence in themselves had improved and also felt more confident in pursuing employment**
- **60% of employed participants felt that their mental well-being had improved**
- **The outcomes of the project demonstrated their contribution to the well-being goal of a Healthier Wales. Helping people to feel more empowered and ensuring they develop their mental resilience was a key change.**



The next steps

"Being part of the Social Value Cymru project has been invaluable to Empower - Be The Change. As a relatively new start up social enterprise it has been great to receive so much support from Eleri and the team so that we could firstly identify the true outcomes our participants gain from our programmes and secondly implement robust and relevant measurement tools for us to measure the value and impact on an on-going basis.

The programme has helped us to identify when and how we create value, identify target segments and begin to make more strategic decisions about how we use our investment. Measuring social value has become embedded into everything we do as a company and this would not have happened without the support from Social Value Cymru."

Jo Clay, Founder & Innovation Lead



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