



*Yn cefnogi grwpiau gwirfoddol a chymunedol  
Supporting voluntary and community groups*

# Measuring and Managing Social Value

## 2-day training programme

Our activities undoubtedly create impacts other than financial returns. Whether it is changes to people's health and wellbeing, strengthened communities, or reducing the pressure on public services, these are important outcomes of our work. Yet, we rarely measure these impacts and communicate them for ourselves and others in a way that is meaningful and helpful. Social value is therefore a broad term that is used to illustrate that we can capture value beyond just financial returns.

This two day training programme provides a practical, step-by-step introduction to the Social Value and SROI process. We will begin with some theory, but by using real life examples we will work through the impact questions and build your own value map.

### Programme Content

- Introduction to social value
- Understanding what social value is
- How to measure social value
- Identification of existing benchmarks, standards and outcomes frameworks
- Practical exercises to facilitate understanding on how to measure the social value of your organisation's activities, including mapping stakeholders & mapping the theory of change
- Introduction to managing social value including an introduction to the toolkit for organisations
- More work on the value map
- Managing Impact
- How to use data to maximise your social impact
- Best practice exercise



Our Trainer is an Advanced Practitioner and Accredited Trainer with Social Value International