**Social Product template**

**Social Output**

Describe the social output of your social business:

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What targets will you set, or how will go about setting targets for social output?

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How will you go about measuring and recording progress against these targets? You will need to give special consideration to this if you are dealing in 'soft' outputs such as increased self-confidence or work-readiness in individual clients.

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**Social Outcome**

What affect do you expect the social outputs described above to have on the individuals to which the social output is delivered?

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**Social Impact**

What affect will these social outcomes have on the community as a whole?

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