

Benjamin Ball Associates

CASE STUDY - Helping this venture philanthropist become even more effective



Improved fund raising capabilities by clarifying messaging and coaching senior executives

"In a few powerful sessions, Ben completely transformed the way we describe Impetus and deliver our key messages

"...really understand the art of communication, and helped us develop new presentation tools to boost our effectiveness..

...quickly captured the trust of our chief executive with constructive and creative suggestions

We look forward to working with them whenever we have important things to say."

Amy Stillman
Communications Director

www.impetus.org.uk

Their Challenge

Impetus Trust is the leading UK venture philanthropist, supported by top Private Equity firms and individuals.

Impetus breaks the cycle of poverty by accelerating the growth of innovative charities and social enterprises.

Impetus initially approached us to help them achieve more in fund raising meetings. We saw that they did well, but were not making the most of the opportunities each meeting presented

Our Solution

Over a couple of weeks, we re-engineered how the CEO and her team approached each meeting. We re-worked the materials used during meetings so that the story was simpler and more natural.

Over the years we have continued to help Impetus and their investee charities with messaging, media training, presentation preparation and pitch-winning coaching.

The Result

Impetus has continued to grow rapidly and every year is helping more people break the cycle of poverty.

We have adopted Impetus as our charity of choice for 2010, 2011 and 2012.

Call us to discuss how we can help you Pitch, Present and Persuade

Benjamin Ball
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Presentation experts

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