



**“Communication
is the most
important skill any
leader can possess.”**

Richard Branson

Transform communications in your organisation

Improve your firm’s pitch, presentation and public speaking skills

Tailored in-house coaching, training and advice

An expert guide

Transform the communication skills of your leaders and future leaders

If you want your teams to:

- ✓ Speak and present with authority
- ✓ Win more pitches
- ✓ Stay in control during media interviews
- ✓ Impress investors

Then we can help

When traditional training is not enough

- ✓ **You need** expert coaches who can work with senior executives from the CEO downwards
- ✓ **You need** someone that specialises in complex business and financial presentations
- ✓ **You need** to impress those being coached

For 10 years, CEOs and Senior Executives have been rating our award-winning training, coaching and advice as the most practical, effective and transformative they've ever had. We help them deliver world-class talks, present persuasively, win pitches and manage the media.

Awards

Most Outstanding Business Presentations Consultancy Firm

Global Excellence Awards | **Best for Investor Presentation Coaching – UK**
Alternative Investment Awards | **Best for Financial Presentation Training – UK**
Wealth & Money Management Awards

“The art of communication is the language of leadership.”

James Humes,
Presidential
Speechwriter

A trusted training and coaching provider for international brands

Benjamin Ball Associates is one of the UK's top providers of presentation, public speaking and media interview training. The team has been supporting firms, especially in financial services, for over 10 years.

Clients use us to transform complex, abstract and potentially dull topics into clear, compelling, persuasive communications. Whether it is supporting firms for results presentation, pitching new investment products or helping leaders make the impact they want, this team has been supporting leading financial services firms for many years.

 SOCIETE GENERALE



 preqin

dentsu
AEGIS
network

 FINANCIAL CONDUCT AUTHORITY

 eci building successful businesses

PERMIRA

 STARWOOD CAPITAL GROUP

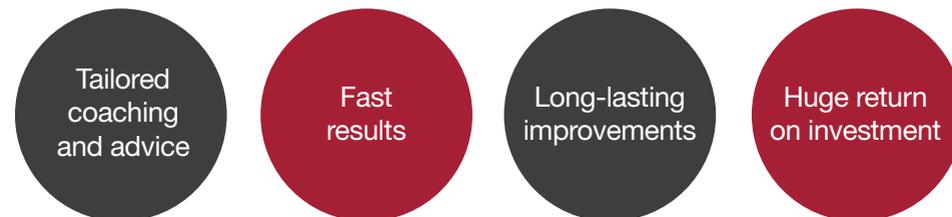
What do you get from BBA?

You can use us **when** you need, **where** you need and **how** you need

For example:



However you use us, you get:



“I was blown away by what we achieved in the small time we spent together.”

Mick May, CEO, Blue Sky

Communications skills coaching for business

Most Popular Programmes

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All our coaching programmes are tailored so you achieve exactly what you want.

1. Present persuasively, internally and externally

Course summary

A bespoke programme so you learn the secrets of presenting: from planning to writing to performing. You will transform the impact you make.

Who is this for?

Anybody who needs to influence, persuade or present to the board, to colleagues or to prospective clients.

What does this course feel like?

This is a practical session for anyone who wants to master the art of persuasive presentations. Work on an upcoming presentation so that you can see the difference.

How will you benefit?

- ✓ Grab attention from the start
- ✓ Connect immediately with your audience
- ✓ Appeal to your audience's needs and desires
- ✓ Leverage language techniques and rhetorical tools to influence others
- ✓ Harness visual aids for maximum impact

What do clients say?

“Delivered over and above what was expected. Exceptional service and a pleasure to work with from start to finish.”

Suzanne Mount,
MullenLowe salt

Call Louise Angus today on 020 7018 0922
to transform your **presentations**

2. Polish your public speaking

Course summary

A bespoke coaching programme to help you become a powerful public speaker. Discover best-practice planning, writing and performing. Learn the tricks that make great speakers stand out.

Who is this for?

Anyone who needs to stand up in front of an audience and communicate.

What does this course feel like?

Bring along a talk or speech that you need to give and we will work with you to edit it, restructure and then deliver it with impact. We use cameras to review your performance so you get fast, lasting results.

How will you benefit?

- ✓ Speak from the stage calmly, clearly and with confidence
- ✓ Look and sound authoritative
- ✓ Prepare talks and presentations confidently
- ✓ Get the reaction you want from your audience
- ✓ Deal with difficult or unexpected questions

What do clients say?

“Transformed both the quality of my content and the effectiveness of my delivery. I highly recommend BBA.”

Martin Legault, VP and
General Manager,
National Bank
of Canada

Call Louise Angus today on 020 7018 0922
to transform your **public speaking**

3. Improve your impact on video

Course summary

Looking good on video is increasingly important in business. Find how to prepare your messages, your words and your performance so you look as impressive as possible.

Who is this for?

If you need to do webinars, client videos or internal briefings on video, then this course will help you look good, sound good and be impressive.

What does this course feel like?

We'll work with your proposed communication and a camera so that you refine your words, your structure and your performance. As a result you will make the impact you want.

How will you benefit?

- ✓ Learn how to best prepare for a video recording
- ✓ Discover how to craft high-impact messages and structures
- ✓ Practise looking and sounding good on video
- ✓ Learn the tricks of great video presenters

What do clients say?

**“A valuable day,
and a very personal
approach.”**

Vincent Vigroux,
Societe Generale

Call Louise Angus today on 020 7018 0922
to transform your **impact on video**

4. Run confident media interviews

Course summary

A tailored media training programme to improve how you interact with the media. Role play, refine and rehearse with experienced media-training journalists. Become clear, confident and compelling in any situation.

Who is this for?

Every media interview is an opportunity for positive coverage – even in a crisis. This is for anyone who might speak to the press, or appear on radio or TV.

What does this course feel like?

This is a highly practical session so that you stress-test and refine your messages and performance while under pressure. Again, it's on camera so you can refine how you come across.

How will you benefit?

- ✓ Calmly and confidently handle any media encounter: press, TV, online & radio
- ✓ Stay in control no matter how challenging the journalist
- ✓ Ensure only the words and messages you want to be quoted are published
- ✓ Back up each of your points with data, examples and stories
- ✓ Handle negative questions while staying calm

What do clients say?

**“Highly tailored...
I wouldn't hesitate in
recommending BBA.”**

Gemma Godfrey,
Founder, CEO,
broadcaster and
quantum physicist

Call Louise Angus today on 020 7018 0922
to transform your **media interviews**

5. Polish your messaging

Programme summary

Creating great messaging is tough. Our Messaging Cracker Process is a tried and trusted way of helping you create powerful relevant messages that underpin your communications.

Who is this for?

Any organisation, product or service where the clarity and impact of your messaging could be improved.

How does this programme work?

We research and quiz you before running a Messaging Cracker Session with key individuals from your organisation. We then develop powerful, relevant messaging to help you achieve your business objectives.

How will you benefit?

- ✓ Generate clear, compelling messaging
- ✓ A team united behind the new messages
- ✓ Uncover problems and challenges in advance
- ✓ Build new communications around the new messaging

What do clients say?

“From the initial messaging to full implementation across our marketing materials, BBA have helped us. As a result we have been able to attract new and different investors.”

Florian Kemmerich,
Bamboo Capital
Partners

Call Louise Angus today on 020 7018 0922
to transform your **messaging**

6. Get better at speech writing

Course summary

A tailored speech writing programme to learn the basics of writing compelling speeches and polish your speech writing skills. Create powerful communications that make a mark with your audience.

Who is this for?

For anyone who needs to write talks, for themselves or others. This course will equip you with a toolkit you can use for all types of speech, talk or presentation.

What does this course feel like?

Bring along examples of talks you have written or are working on. We will review and compare with talks (good and bad) written by others. You'll quickly identify the common themes of a great talk and discover the toolkit that great speech writers use. And you'll work on your talk so you can see the huge difference that using the toolkit will make.

How will you benefit?

- ✓ Learn what good looks like and how to plan a great talk
- ✓ Avoid the common mistakes made by others
- ✓ Discover the powerful tools available to a speech writer and how to harness them
- ✓ Find your voice and learn how to write to get the results you want

What do clients say?

“I now feel confident... without PowerPoint. I would highly recommend.”

Susannah Hardyman,
CEO Action Tutoring

Call Louise Angus today on 020 7018 0922
to transform your **speech writing**

7. Polish your pitch-winning skills

Course summary

A bespoke coaching programme to help you refine your pitch and embed best practice. This will help you and your team win more business.

Who is this for?

Anyone who wants to win an important pitch or improve pitch-winning skills.

What does this course feel like?

Come with your pitch and we role play the meeting on camera. We review every aspect, re-work it and rehearse so that you come away with a polished pitch, great interaction and the confidence that you'll get the results you want.

How will you benefit?

- ✓ Build immediate client rapport
- ✓ Differentiate yourself and stand out
- ✓ Improve every aspect of your pitch
- ✓ Increase confidence and credibility
- ✓ Handle challenging questions
- ✓ Learn best practice for preparing and winning pitches

What do clients say?

“The support from BBA was practical, insightful and invaluable. In a short time they helped re-shape our pitch, ensuring that it was much easier to identify the value we bring.”

J.P. Harrop, Co-Founder and
Group Head of Sales,
Augentius

Call Louise Angus today on 020 7018 0922
to transform your **pitch winning**

8. Prepare your conference speech

Course summary

With a conference speech you can change the world – or you can give people time to catch up on e-mail. Use the opportunity to make a mark and stand out.

Who is this for?

If you are speaking at a conference, delivering a keynote or making an important speech, this is for you.

What does this course feel like?

Send us your situation in advance and any preparation you have done. We'll help you craft a powerful speech, rehearse it, and make the impact you want to make.

How will you benefit?

- ✓ Grab your audience from your opening words
- ✓ Leave them with big ideas and hard-hitting messages
- ✓ Look, sound and feel authoritative
- ✓ Get the reaction you want from your audience

What do clients say?

“The first communication coaching that I have received that makes a real and material change.”

Santiago Llairó,
JTI

Call Louise Angus today on 020 7018 0922
to transform your **next big speech**

9. Stand out on a conference panel

Course summary

Make the impact you want when moderating panels or appearing on a panel. Learn the essential skills of being an engaging, impactful panellist.

Who is this for?

If you are moderating a panel or appearing on a panel, this is the programme for you.

What does this course feel like?

We'll role play your panel and help you work out what to say and how to say it with impact. Learn how to craft your messages and engage your audience.

How will you benefit?

- ✓ Find out how to best prepare for each panel
- ✓ Discover what sort of messages engage your audience and how to make them stick
- ✓ Practise performing with impact
- ✓ Refine your personal introduction and how to stand out
- ✓ Learn the tricks of great moderators to run the best panels

What do clients say?

"... completely changed my perspective on panel moderation."

Joe Childs, Preqin

Call Louise Angus today on 020 7018 0922
to transform your **conference panel appearances**

10. Write & design better pitch decks

Programme summary

Sometimes you need a great pitch deck. We can help you create one. You can call on our experts to write and design a pitch that will help you win more business.

Who is this for?

Those struggling to create a killer pitch book.

How does this programme work?

Sometimes we start with the messaging and create the presentation, sometimes we are polishing a deck you already have. You will get help where we can add greatest value.

How will you benefit?

- ✓ Generate clear, compelling pitch messages
- ✓ A pitch book that's easy to read
- ✓ Graphics that support what you say
- ✓ A pitch that is easy to deliver

What do clients say?

"BBA transformed our pitch into a compelling investment narrative. They undoubtedly helped us secure Sky TV as an investor."

Gerry Bastable,
Director, Blast Films

Call Louise Angus today on 020 7018 0922
to transform your **pitch decks**

11. Rehearse your away-days, conferences and important events

Programme summary

No professional would run an important event without proper preparation. We'll help you make your next event a success.

Who is this for?

Anyone preparing an important event to an important audience.

How does this programme work?

For every client it is different. Sometimes clients want us to help each person prepare their presentations and then rehearse the group. Other times we are brought in for final practice and polishing.

How will you benefit?

- ✓ Make it easy for audiences to take away the messages you want
- ✓ Help everyone create powerful high-impact talks and presentations
- ✓ Help everyone look impressive, separately and together
- ✓ Make a positive lasting impression

What do clients say?

“Your training did wonders. They all gave fantastic presentations at the Away Day.”

**Kirsten Hill,
Winch Design**

Call Louise Angus today on 020 7018 0922
to transform your **annual investor day**

Part 3

Polish Investor Conversations

12. Present persuasively to investors

Course summary

A bespoke programme so that you feel confident presenting to all types of investors. Practise the toughest situations, refine your story and polish how you deliver it.

Who is this for?

Anyone who needs to present to investors, including CEOs, CFOs, Portfolio Managers, Fund Managers, Analysts, Researchers.

What does this course feel like?

Come with an investor presentation and a situation and we role play the meeting on camera. We review every aspect, re-work it and rehearse so that you come away with a more confident and polished meeting.

How will you benefit?

- ✓ Grab investor attention
- ✓ Connect, even with the most reluctant investor
- ✓ Polish your story to make it easy for the investor
- ✓ Build confidence and credibility
- ✓ Thrive on tough questions

What do clients say?

“Good insight and a great toolbox to improve my presentations and delivery of messages, not only to boards, analysts and shareholders but to all audiences.”

Neil Pope, CFO, DU

Call Louise Angus today on 020 7018 0922 to transform your **investor presentations**

13. Run successful investor meetings

Course summary

When you meet investors, they rarely want you to run through your standard presentation. Instead they may have questions, they may want reassuring, or they may be looking for something specific from you. This programme will help you prepare.

Who is this for?

Anyone who needs to meet investors, including CEOs, CFOs, Portfolio Managers, Fund Managers, Analysts, Researchers.

What does this course feel like?

Bring along your last or an upcoming investor meeting plan/presentation and we will role play a series of meetings so you are ready for anything and everything.

How will you benefit?

- ✓ Understand what investors and analysts – both buy-side and sell-side – need from you
- ✓ Make a positive impression from the outset
- ✓ Get your investment messages across clearly
- ✓ Build confidence and understanding
- ✓ Handle difficult and challenging questions

What do clients say?

“Transformed an ordinary set of slides into a great presentation with a clear message. Highly recommended.”

Nick Rogers,
CEO, IPSO Ventures

Call Louise Angus today on 020 7018 0922 to transform your **investor meetings**

14. Rehearse roadshow teams

Programme summary

Get ready for your next roadshow with proper practice. Refine your messages, your materials and practise your meetings.

Who is this for?

Anyone preparing for a bond, equity or non-deal roadshow, including CEOs, CFOs and other senior managers.

How does this programme work?

Bring your investor presentation along and we will help you refine it, polish the team, practise different situations and role play the toughest scenarios.

How will you benefit?

- ✓ Make a positive impact from the start
- ✓ Build confidence and understanding in investors
- ✓ Help the team look impressive, separately and together
- ✓ Prepare for the rigours of a tough roadshow
- ✓ Handle difficult and challenging questions

What do clients say?

“We had a good story to tell, but my team agreed that you helped us deliver it more coherently and more positively.”

Steve Whitfield,
CEO, Eurocamp

Call Louise Angus today on 020 7018 0922
to transform your **roadshow impact**

15. Prepare engaging annual investor days, CMDs and results presentations

Programme summary

Great annual investor days, CMDs and results presentations should be tightly prepared events that can change investor perceptions. We'll help you make your next event a success.

Who is this for?

Anyone preparing an important investor event or participating in one.

How does this programme work?

For every client it is different. Some want us to help each person prepare their messaging, presentations and then rehearse the group. Other times we are brought in for final practice and polishing.

How will you benefit?

- ✓ Make it easy for investors to take away the messages you want
- ✓ Address exactly what investors want to hear
- ✓ Help everyone look impressive, separately and together
- ✓ Handle difficult and challenging questions
- ✓ Make a positive lasting impression

What do clients say?

“We have worked with BBA for 10 years throughout the Nordics. BBA helps us bring out the best in our clients.”

Jane-Astrid More,
SPC-IR

Call Louise Angus today on 020 7018 0922
to transform **investor events**



You're in safe hands with our top team



1. Benjamin Ball

Founded the company in 2010 after a career in corporate finance and business. Clients include Preqin, Lidl, CRH, IPSOS Mori, Microsoft, the FCA, Franklin Templeton and Old Mutual.

ben@benjaminball.com



2. Paul Farrow

30 years' experience in PR, investment banking, and financial journalism. Clients include Paragon Group, Actis, Headland, Societe Generale and AXA. Speaks fluent Spanish.

paul@benjaminball.com



3. Jane Renton

30 years' experience in journalism, TV, media, book writing and presentation training. Clients include Swiss Re, BNP Paribas, PwC, Absolut Vodka and CSC.

jane@benjaminball.com



“BBA have helped transform how our clients get their message across... I would recommend them highly.”

Melissa Annetts, London Media PR

4. David Bond

30 years' experience in presentation advice, film making and fund management. Clients include Unilever, Sainsbury's, Bupa, Slaughter and May, Cancer Research UK, Penguin Random House, The Green Party and Ernst and Young.

david@benjaminball.com

5. Louise Angus

Formerly Director of Sales, MTV Europe, responsible for conceptual selling at launch to developing an international sales team. She will ensure you get the results you want.

louise@benjaminball.com

6. Louise Jackson

Operations Manager. Manages all our courses from initial booking to post-session follow up, accounting and invoicing. Background in departmental administration at the University of Oxford.

lj@benjaminball.com

To discuss your needs, contact our customer services director
Louise Angus
on +44 (0) 20 7018 0922
or email
louise@benjaminball.com

The Benjamin Ball Associates difference

Training, coaching plus expert advice

Our programmes are intense, focused and concise, which means you will see a measurable difference in as little as half a day. What you get is:



Comprehensive

Many of our competitors focus solely on delivery techniques. With BBA you'll improve how you prepare, what you say and how your audience feels.



Effective

You'll see immediate business results and long-lasting improvements.



Tailored

Every speaker is different. Every event is different. That's why you get personalised coaching, advice and follow-up to give you exactly the support you need.



Experienced

We are the experts at transforming senior executives to look, sound and act impressively – see team profiles page 26.



Specialist

Complex and financial communications are our bread and butter. You want to talk the language of certainty and know the right words for your audience.

Transform your communication skills

Whether you want to start with one or two individuals or raise communication skills across your organisation, your programmes are tailored to your needs. Call Louise Angus on **020 7018 0922** or email louise@benjaminball.com.

Your programme delivers the results you want



Use communications to give you a competitive advantage

After just a few hours with us, your colleagues will:

Give more
effective
presentations

Win more
pitches

Stay in
control during
media
interviews

Impress
investors

Deliver
powerful
speeches

**“I can honestly say
our investment in
coaching has paid
for itself many
times over.”**

**Ed Coulthard,
CEO of Blast Films**

Call us today

Speak to us about your communication challenges. We'll help you find solutions that meet your exact needs. Call Louise Angus, Client Services Director on **+44 (0)20 7018 0922** or email **louise@benjaminball.com**

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Benjamin Ball
associates ●●●

pitch | present | persuade