

Benjamin Ball
associates

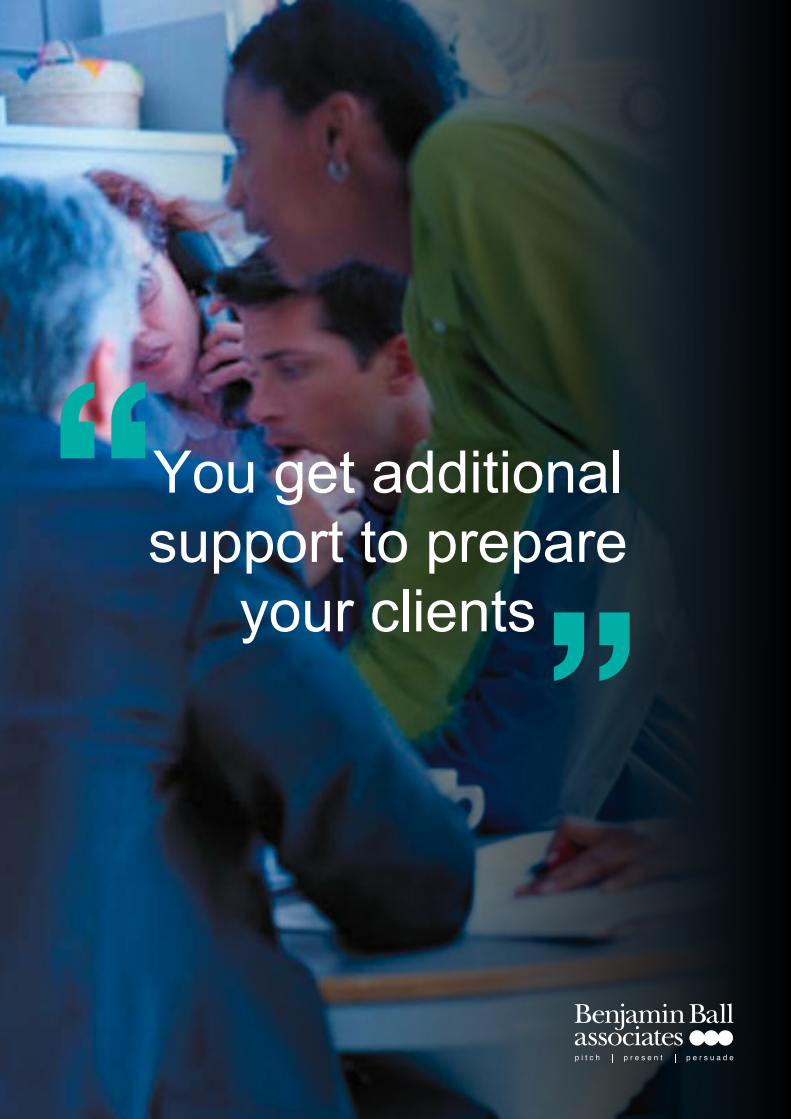


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Easier Investor Relations with Polished Leadership Communications

Specialist Coaching Support for Financial PRs

www.benjaminball.com



“You get additional support to prepare your clients”

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What do you get working with BBA?

Tailored coaching for confident, clear and engaging clients:



Coach leaders to appear more impressive

- Powerful, persuasive speeches and talks
- Authoritative, engaging investor communications
- Polished performances



Prepare teams for results, roadshows and capital market days

- Clear, impressive investor presentations
- Comfortable, confident senior executives
- Good answers to tough questions



Media training for confident press and TV interviews

- Improved interview handling
- Rehearsed, confident style
- Prepared for the toughest questions

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What recent projects has BBA completed?

How we have helped clients of Financial PRs:

Individual coaching

Helped hundreds of CFOs, CEOs, and senior managers to be more engaging communicators through presentation training, public speaking coaching and media training.

Investor days and results presentations

Worked with dozens of companies throughout Europe preparing senior management for roadshows, capital markets days and investor meetings.

IPO Preparation

Prepared firms for IPOs in London and Europe by polishing their investor presentation and coaching management teams before roadshows.

Video coaching

Helped senior executives look and sound more professional when being videoed.

Media training

Prepared dozens of executives so that they are relaxed and confident in press and broadcast interviews.

Leadership communications

Coached countless senior executives to be persuasive and impressive when presenting to colleagues, clients and shareholders.

We have supported clients of Fishburn, Finsbury, Buchanan, SPC Network, Abchurch and other financial PR firms, preparing senior executives for a range of events



“ From CEO
downwards,
executives rely
on BBA’s insights
to ensure more
impressive investor
meetings and
presentations ”

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Who is Benjamin Ball Associates?

Financial PR firms use BBA to help polish their clients’ communications. With backgrounds in corporate finance, financial PR and fund management, the BBA team has a long track record of working with business leaders globally.

Firms use us because we offer:

- 1| Expert personalised coaching
- 2| Practical, effective, time-efficient advice
- 3| Experienced coaches, trusted advisors to senior management
- 4| Immediate improvements and long-lasting results

What does it cost?

These services are flexible and good value. For example, we can transform a CEO or CFO in just a half-day of intensive 1:1 coaching, costing less than £2,000.

Examples of our support for investor communications:

“Did a great job on our presentation. Transformed an ordinary set of slides into a great presentation with a clear message. Would definitely use again and recommend highly”

Nick Rogers, CEO, IPSO Ventures

“Moved our investor presentation into a different league”

Liz Warner, CEO, betty TV

“You address 95% of the issues in a quarter of the time of your competitors”

Partner, International Corporate Finance House

“Practical and results-oriented...I wouldn't hesitate in recommending their services.”

Gemma Godfrey, Head of Investment and Strategy, Brooks Macdonald,
(City of London's "Commentator of the Year", One of the BBC's Top 100 Women;
Voted most popular businesswoman on Twitter)

“It was the best presentation I had ever done. Thank you very much”

Sophie Blondel, Group Financial Controller, Zodiak Media

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Some recent clients



Buchanan



SPC Network



LLOYDS BANK



RLM FINSBURY

FISHBURN™



“The most valuable
3 hours I’ve spent
with anyone in a
long time”

Mick May, CEO, Blue Sky

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Five essential tests for better leadership communications

Check if your client needs help with their communications skills. Review them against these five criteria:

- First Impressions Test**
Does the audience feel positive and engaged within the first minute?
 - Focus Test**
Does the audience feel the company has shareholders' interests front of mind?
 - Fascinating Test**
Does the audience always feel confident about the communication?
 - Fast Test**
Does the audience find the communication easy to understand?
 - Fundamental Test**
Does the audience always come away with exactly the right message?
-

If they are not checking all five boxes, please get in touch to discuss how we can help.

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“ Good value and
highly recommended ”

Paul Farrow, Director, Fishburn Hedges

CONTACT US

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