



Winning Pitch

SUBSTANCE

CASE STUDY

SUBSTANCE AND WINNING PITCH

Our experience of working with Winning Pitch has been entirely positive. The master class workshops and one-to-one sessions have fed into a period of important reflection within the company, not least with regard to managing transitions to new areas of work and building effective strategies for growth. Winning Pitch's tools have helped to focus minds on key questions around.

- *The company's medium-to-long term strategy:*
Winning Pitch's Orbit Tool provided us with the opportunity to set realistic but challenging goals for Substance over the next five years. We have been able to plan the development of the company through reference to a range of interlinked themes/categories including staffing, income streams and the balance of work (see below). This exercise is already having a real impact within Substance as we are now working in a focused way towards meeting this year's targets, whilst also keeping an eye on longer-term goals.
- *How to present key messages and the 'personality' of the company:*
The master class sessions on 'pitching' key messages had an immediate impact at Substance. After the sessions, we began to think more in terms of communicating key messages about what we could do for our customers. Formal and informal presentations conducted by Substance staff are now all focused on being sensitive to the specific needs of clients and potential clients.
- *The balance of work within the company:*
We are currently managing a period of significant growth at Substance. Guidance from the Winning Pitch team has enabled us to concentrate on maintaining a breadth of work across the company, rather than following every opportunity offered to us. An important, general message has emerged that we need to stand back and reflect on the business regularly, rather than simply servicing the short-term day-to-day deadlines associated with present contracts.

