

**EXPERT
IMPACT**

IMPACT REPORT
2021/2022

OUR IMPACT

110
ONE-TO-ONE
MENTORING SESSIONS
COMPLETED IN 2021/2022

459

TOTAL ALUMNI OF PROGRAMME TO DATE
A 28% INCREASE AGAINST 2020/21

SIX MONTHS AFTER MENTORING:

85% OF ALUMNI REPORTED AN
INCREASE IN TURNOVER

29% AVERAGE INCREASE
IN TURNOVER
UP FROM 13% IN 2020/21

NET PROMOTER
SCORE OF **9.7**



WE IMPROVED OUR DIVERSITY RECORD

23%
OF ALUMNI IN LAST
YEAR ARE POC

20%
OF TOTAL ALUMNI
ARE POC
INCREASE OF 6%
AGAINST 20/21

16%
OF EXPERTS
ARE POC
INCREASE OF 29%
AGAINST 20/21

STORY OF THE YEAR

Our year has been dominated by the launch of a social enterprise to help fund our mentoring service. As a charity we have historically relied on grant funding but in contrast, the majority of organisations that we support are social enterprises: businesses that sell a service or product for their revenue. They have inspired us to work to fund our organisation with business revenue.

The idea to launch our speakers agency Expert Impact Speakers had been simmering for a while. Our asset was right in front of us: **amongst the 85 Experts and nearly 500 social entrepreneurs in our network, we have a lot of valuable experience and insight.** We knew that some of them were getting asked to speak at events without remuneration (sometimes alongside others who were being paid) which put a bit of fire in our belly to bring some equality to proceedings. Happily, the Postcode Innovation Trust thought we were onto something too, awarding us start-up funding in December 2021. **We were thrilled that Venita Di Domenico, who has worked in the**

talent industry for more than twenty years, chose to join us as Head of Speakers before we launched in February 2021. Our social purpose attracted Venita to work with us and her knowledge of the sector and client expectations has proved invaluable.

All the things you have read about start-ups are true. Bloody hard work, good fun figuring it all out, daily challenges and constant learning. The lows of weekly challenges or failed strategies are matched by the highs that small victories bring to encourage us in thinking we've got a great business idea; the speakers who want to work with us or the sector sages who tell us the speakers market was ripe for disruption and we're a welcome fresh take. Then there are the high-profile clients we have attracted in our first few months, such as multinational bank Standard Chartered and the National Institute for Health and Care Excellence (NICE).

Expert Impact Speakers provides impactful speakers for any kind of event and uses the profits to help fund the mentoring service. We provide the full spectrum of speakers: keynote speakers for conferences, compères for awards

ceremonies, after-dinner speakers, entertainers, a facilitator or panellists for a discussion, or a headline speaker. Our roster includes people from business, academia and entertainment and **we represent many diverse, ethically minded speakers passionate about improving society.**

With a change in thinking about how we fund our organisation, all parties involved agreed a change of governance would be appropriate. **Expert Impact founder John Hunt graciously handed the reins over to Social Enterprise UK,** whose CEO Peter Holbrook and Director of Finance Sabira Kanji became trustees, joined by Colin Downie of social enterprise Wildhearts Group.

It hasn't all been about speakers of course – our mentees are the reason we exist. As word of our unique proposition and excellent reputation in mentoring spread, new revenue streams opened up, with Camden Council asking if we could provide mentoring services for the Future Camden Fund, an initiative designed to fuel inclusive growth in the borough. Our influence spread far beyond London though, as we participated in group meetings as far apart as Plymouth and Redcar and Cleveland. We focused outreach on Scotland and enlisted a partner in Ireland in the shape of Clodagh O'Reilly, founder of Social Enterprise Solutions Ireland. **Our impact statistics show we continue to bolster social enterprises across the UK, and we're aiming to increase our reach in 2022/23.**

**EXPERT
IMPACT**
MENTORING

**EXPERT
IMPACT**
SPEAKERS

IMPACT STORIES

ACRE IMPACT CAPITAL MET GRAHAM THOMAS

Founder Hussein Sefian is attempting to raise a fund of billions to build essential infrastructure such as hospitals, schools and sanitation underserved communities in Africa using a novel impact investing strategy. “When you are trying to do something new it can be a bit of a lonely place and it’s good to have partners and mentors you can engage with,” Hussein told us after we matched him up with Graham Thomas, a managing partner at private equity firm Stage Capital. “Graham was open to having follow-on conversations and was very generous in terms of helping make introductions with relevant people that could support our project. It’s great that Expert Impact exists,” said Hussein.

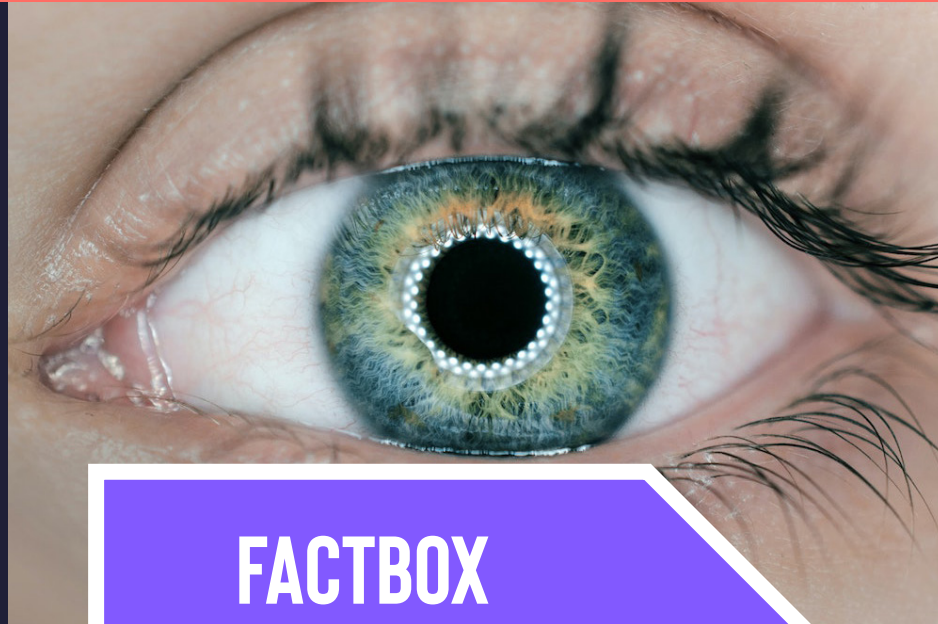
FACTBOX

Pre-Mentoring:

Average annual turnover: £1m
Number of employees: 3

Post-Mentoring:

Average annual turnover: £2.5m
Number of employees: 3



FACTBOX

Pre-Mentoring:

Average annual turnover: £30K
Number of employees: 2

Post-Mentoring:

Average annual turnover: £60K
Number of employees: 3

COMPARE ETHICS MET TOM ADEYOOLA

Which way do you turn when faced with several directions? Abbie Morris, co-founder of Compare Ethics, a tech platform where brands are rated against their ethical claims, had just such a dilemma and was matched with Tom Adeyoola. “Tom was super knowledgeable and had great examples of his scaling challenges. He was clear we needed to be laser focused (on one thing). It really got us into a different mindset,” said Morris. Two years on, 85% of their leads are inbound enquiries and their team has grown to six people. Just as important, it’s helped with their social impact too.

FACTBOX

Pre-Mentoring:

Average annual turnover: £25K
Number of employees: 3

Post-Mentoring:

Average annual turnover: £50K
Number of employees: 4

WONKY FOOD COMPANY MET DIANA HUNTER

The Wonky Food Company makes delicious relishes from food headed for landfill and co-founder Ashley Cavers was weighing up several ways to grow the business after three years of trading. Diana Hunter, who’d been instrumental in the growth of Sainsbury’s and Waitrose, advised how she might build on what they had achieved. “As a company – and I can directly link this to Diana’s advice – we have professionalized ourselves, we’ve grown up. So we’re now having regular strategy meetings, we’re very clearly setting ourselves targets and goals, and delegating tasks in a way that we didn’t before.” Wonky are now stocked nationally in Co-op stores.



**WE ACCELERATE THE IMPACT OF SOCIAL
ENTREPRENEURS BY CONNECTING THEM WITH
BUSINESS EXPERTS FOR FREE ADVICE AND MENTORING.**

Be a

**86 MENTORS NOW
AVAILABLE AT
EXPERT IMPACT.**

**HERE'S WHY
THEY DO IT.**

OUR EXPERTS

Our network of expert mentors have all built globally successful businesses, across many different industries, some of which are household names.



ANGIE ROBINSON - FORMER CHIEF EXECUTIVE, MANCHESTER CENTRAL CONVENTION COMPLEX

"I have been blown away by the people I have met in social enterprises. They face all the challenges of the space between the public and the private sector with open mindedness, relentless commitment, innovation, service and passion. Expert Impact has enabled me to share ideas with some amazing people who can develop their organisations - and it has helped me learn a lot, too. The work of the sector is vital and Expert Impact fosters the talent of the future."



TOM ADEYOOLA - CEO & FOUNDER, METAIL

"Expert Impact have ingeniously extended that concept of library lending to human capital and mentoring; a sphere typically plagued by closed networks. I believe strongly in social mobility and passing on the knowledge I've been able to accumulate over my career to the next generation. It is not just a joy, but a responsibility."

"Expert Impact is able to make connections that otherwise wouldn't have been made; between businesses with a need and experienced entrepreneurs and professionals that may well have the key to unlocking the next big step in their progression. A fantastically well executed rewarding initiative I look forward to taking part in each year."



BILL MEW - CEO OF THE CRISIS TEAM

"The social enterprise leaders that we support are all incredibly dedicated, resourceful people with a real commitment to doing good for society. The Expert Impact program allows them to leverage the experience of insightful subject matter experts, while providing the mentors with a rewarding experience dealing with and supporting some amazing people. I could not recommend it more highly."

FUTURE PLANS



CHARLIE LUXTON, SUSTAINABILITY FOCUSED ARCHITECT



CECILIA CROSSLEY, SOCIAL ENTREPRENEUR

Our focus for 2022-23 is making Expert Impact Speakers a success to help fund our mentoring programme, which is crucial to making social impact, the very reason we exist. As a startup, we really need help to establish ourselves and thrive.

If you work at the kind of big company that books speakers to inspire and teach senior leadership or staff, or puts on discussion panels covering subjects they know will help retain and motivate employees, do mention them to us – we are an easy way to do some good through the supply chain. If you know people who work in events, do please tell them about us. Expert Impact Speakers

has accounts on all major social media platforms, so please follow us and help spread the word. If you're someone with a public profile who gets lot of inbound requests to speak at events and you'd like to do some good with those bookings, do get in touch!

We've loved working with Camden Council this year, both because we can support the social purpose organisations in the borough and because the income from the contract enables us to fund more mentoring! If you work at an organisation that would like to work with us or sponsor us, please contact us – see the final page of this impact report for how to do that.

**EXPERT
IMPACT**

**WE ARE AN EASY WAY TO DO SOME GOOD
THROUGH THE SUPPLY CHAIN.**

WHO WE ARE

WE WANT SOCIAL ENTREPRENEURS TO SUCCEED BECAUSE WE BELIEVE ORGANISATIONS THAT OPERATE WITH POSITIVE SOCIAL OR ENVIRONMENTAL AIMS ARE THE BEST WAY TO ACHIEVE A MORE EQUAL AND SUSTAINABLE WORLD.

OUR BOARD



PETER HOLBROOK
CHAIR



SABIRA KANJI
TRUSTEE



COLIN DOWNIE
TRUSTEE

OUR ALUMNI BOARD



KIM RIHAL
CO-CEO EQUAL EDUCATION



CHARLY YOUNG
CEO, THE GIRLS NETWORK



JULIAN WAROWIOFF
MD LEMONAID

OUR TEAM



KAREN LYNCH
CEO



VENITA DI DOMENICO
HEAD OF SPEAKERS



ALEX ALLISON
HEAD OF MENTORING



LEE MANNION
HEAD OF COMMUNICATIONS

THANK YOU

TO ALL OF OUR EXPERTS WHO
ARE SO GENEROUS WITH THEIR
TIME AND SUPPORT:



Tom Adeyoola
Joanne Baban Morales
Joan Ball
Oli Barrett MBE
Pamela Bell
Mike Blackburn
Stephen Brown
Richard Carter
Ruth Chapman
Hugh Chappell
Dan Coble
Marie Cudennec Carlisle
Jim Cregan
Jacqueline de Rojas
Kishan Devani BEM
Preyal Dewani
Edwina Dunn
Sir Charles Dunstone

Andrew Evans
Denzyl Feigelson
Gi Fernando
Emma Fox
Gregg Freishtat
John Frieda
Michael Frohlich
David Giampaolo
Ben Goldsmith
Anthony Goodwin
Jonathan Goodwin
Chris Gorell Barnes
Rowan Gormley
Chris Gourlay
Patrick Grant
Julia Groves
Jenny Halpern Prince
Harriet Hastings

Steve Henry
Robert Holzer
Michael Howard
John Hunt
Diana Hunter
Jeremy Jauncey
Alexandra Kelly
Nigel Kershaw
Jeremy King
Saul Klein
Roland Lamb
Panthea Lee
Sandy Lindsay MBE
Rob Love
Carrie Longton
Meg Lustman
Karen Lynch
Anne MacCaig

Chloe Macintosh
Julian Metcalfe
Bill Mew
Charles Mindenhall
Alex Mollart
Matt Newman
Atul Pathak OBE
Kathryn Parsons
George Polk
Ryan Prince
Angie Robinson
Baroness Gail Rebuck
Chrissie Rucker
Celia Sawyer
Richard Skaife
Alex Sloan
Alex Van Someren
Sir Tim Smit

Layton Tamberlin
David Taylor
Josh Turner
Graham Thomas
Emilie Vanpoperinghe
Baroness Verma
Katharina Sophia Volz
Nicholas Wheeler
Iqbal Wahhab
Zia Yusuf
Charly Young
Pranav Yadav
Jochen Zeitz

OUR PARTNERS:

WE'VE LAUNCHED COLLABORATIONS WITH SOME OF THE BIGGEST NAMES IN SOCIAL ENTERPRISE AND SOME OF THE MOST PROMINENT CHAMPIONS OF SOCIAL BUSINESSES AROUND THE WORLD:



Social Enterprise UK

We are part of the Social Enterprise UK (SEUK) family, which is the UK's membership body for social enterprises.



The Conduit Club

The Conduit is a collaborative community of people committed to creating a just, prosperous and sustainable future. The Covent Garden members club has hosted several Expert Impact events.



Clodagh O'Reilly

The founder of Social Enterprise Solutions Ireland, Clodagh is our Irish partner, sourcing social enterprises for our mentoring service.



ISE

Like us, iSE is a social enterprise support organisation providing development opportunities and a natural fit for the home of Expert Impact in the Midlands.



Impact Hub New York

IHNY is a membership community of entrepreneurs and creatives driving positive social and environmental change. They operate our mentoring service for social entrepreneurs in the New York Metropolitan area.



Postcode Innovation Trust

We received funding from Postcode Innovation Trust, which has a mission to support charities and social enterprises to deliver impactful, innovative and engaging initiatives across Great Britain.



Camden Council

We provided mentoring services for social enterprises in Camden Council's Future Camden Fund initiative. Camden Council is the local authority for the London Borough, one of 32 in the UK's capital city.



CONTACT US

Get support – If you're the leader of a social purpose organisation and would like to discuss any of your challenges with one of our mentors:

www.expertimpact.com/apply

Mentor – If you have a proven track record of business success and you'd like to offer your services as a mentor, please contact us at:

hello@expertimpact.com

Book a speaker – If you need an impactful speaker for your next event, please contact us at:

venita@expertimpact.com

Support – If you are a foundation, funder, company or support organisation that is interested in working or partnering with us, please contact:

hello@expertimpact.com

Host – If you would like Expert Impact Mentoring to operate in your country, please contact:

hello@expertimpact.com