

# Medway Voluntary Action



Business Accelerator



## Background

**Medway Voluntary Action (MVA) is the umbrella body that supports, enables and empowers voluntary organisations in the Medway Towns, Kent. It has over 400 members, and MVA helps them become more successful in their own right.**

## Challenges

1. The new CEO needed coaching support to her establish a focus and strategy
2. MVA needed a focused approach to income generation and diversification
3. Their training division needed a sales and marketing strategy
4. Needed to set up a Leaders Network as a forum for sector representation

## Solutions

- Through coaching helped CEO to focus on the strategy for the business.
- Facilitated workshops including the Board to help establish the focus.
- Developed Frameworks for analysing options and establishing priorities.
- Significant input into developing the income from the Training Division.
- Significant input into setting up the structure and role of the Leaders Network, and communicating the benefits of the sector Leaders Network.

## Impacts

Brief description of what difference we made... immediately and longer term:

1. Improved leadership of the organisation. Stronger sense of purpose.
2. Greater focus and clarity on funding applications for MVA and member organisations
3. Identified plan to grow training income to £100,000 per annum
4. The VCS Leaders Network has been set up and has put on 3 events in first year.



SMALL CHANGES - BIG DIFFERENCE



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## Duration

Start date: October 2013  
End date: Date

## Reference

Name: Jane Howard  
Job title: CEO  
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## Testimonial

*We have found Ministry for Growth very helpful, especially good at thinking 'outside the box'. We have used them to support us with strategic development, income generation, partnership development, marketing our training arm and helping us with asset utilisation. They also have experience of working with SMEs as well as the VCS. As an organisation we have made good progress; I can recommend them* **Jane, CEO**

## Added Value

### Brief description of how we Added Value...

1. Visited other CVS's and identified the lessons that could be applied to MVA
2. Developed the concept for an Institute for Collaboration™ jointly with MVA
3. Helped with recruitment interviews for new head of Training division
4. Delivered some workshops on collaboration at Leaders Network events

## Contact Us

To explore how we could make a difference to your organisation, contact us for a free assessment of potential opportunities.

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