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“A mentor helped us to define a clearer path”

Ben Gamble, co-founder of creative events agency Shout About London, says:

“In business, you have to accept you can’t do everything yourself, so we looked for a mentor who would provide us with an invaluable, experience-based business perspective on us as owners, and also on our business itself. We applied to the British Library’s Innovation for Growth Mentoring Programme last year and it connected us with Ken J Davey, the founder and MD of Smarter Limited. He’s honest and open and has helped us focus our mission statement and also to think about our short-term and long-term goals. This has helped us define an even clearer path for the business, and what really helps is he isn’t from the events industry. I’d urge any SME to give it a go.”

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