



# Bence Tordai

## Strategy Specialist

Consulting | Training | Facilitation



For nonprofit organizations,  
new initiatives,  
and social businesses

  
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## WHO

I'm a Vienna-based nonprofit consultant and trainer with a background in community development, social innovation, and nonprofit management. After working for an educational grassroots organization, I moved to an international NGO in 2015 to kickstart a nonprofit hub in Budapest. From 2019 until early 2025, I served as the director of this professional platform. Over the last decade, I have worked with more than 100 nonprofit organizations, informal groups, and social businesses from diverse backgrounds, areas of work, sizes, cultures, and levels of knowledge.



**Bence**  
[Ben-tse]

## WHY

I believe in a strong civil society built on thriving organizations and initiatives. I truly think social change most often comes from committed taking responsibility – something we need today more than ever. Throughout my career, I've seen many powerful examples of grassroots participation and small communities driving real change. At the same time, having spent 10 years in an international NGO myself, I also know how important large organizations can be in a social change process.

## WHAT

I support organizations in their professional development and capacity-building efforts. I'm there when they want to grow: as individuals, as leaders, and as teams. Whether it's strategy, fundraising, stakeholder engagement, or any subject related to long-term sustainability, there is always room for improvement, change, or even major transformation. I bring a set of frameworks and tools to the table, but the real work happens through dialogue and collective thinking. Without a doubt, this is my favorite part of the process, and I hope it will be yours too!

## AREAS OF EXPERTISE

### Strategic planning

Strategic planning is at the heart of everything. It is the art of balancing a reality check with your boldest dreams. A well-crafted strategy is the ultimate way to stay in sync with our external realities and internal state. Without strategy, even the most creative interventions remain ad hoc and fragmented, missing the chance for wider impact. Moreover, without the clarity a strategic plan provides, teams often drift into a "free-floating mode", where everyone has a different idea of where the organization is heading and how it should get there.



#### How we can work on it together?

I facilitate entire strategic planning processes from start to finish. This includes assessments, analyses, mappings, exploring, and goal setting. A good amount of team-work and some writing. And what if your organization already has a strategic plan and you want to enhance it? That's possible too. We can build on existing plans and related documents. For the most part, the process will look similar.

## AREAS OF EXPERTISE

### Resource development

I have yet to meet a nonprofit that doesn't list resources as one of its biggest challenges. Financial resources are scarce, especially in today's fast-changing and unpredictable environment. At the same time, cutting through the constant noise of communication is harder than ever. That's why extending and cultivating an active community of supporters is critical for every organization.



#### How we can work on it together?

I support organizations and their fundraising teams in creating resource development strategies that are fully aligned with their core strategy and goals. I help rethink traditional fundraising methods and explore new approaches to further broaden donor base. In addition, I assist in strengthening fundraising capacity to make sure these efforts are attainable.

## AREAS OF EXPERTISE

# Volunteer engagement and board development

Volunteering has been undergoing major shifts over the past decade, and with younger generations becoming more engaged in the lives of nonprofit organizations, this trend will continue. The commitment of volunteers and board members can be a tremendous asset, but only if organizations overcome some common mental barriers regarding these roles.



## How we can work on it together?

I bring a fresh perspective to volunteer and board engagement. Ideally, we will design a new engagement strategy whether for volunteers, board members, or both. We'll begin by analyzing your current situation and then gradually move toward setting goals. Along the way, we'll spend time redefining what volunteers and volunteer work mean to your organization, since in my experience so much depends on expectation management.

## AREAS OF EXPERTISE

### Strategic management

Strategic management is the art of keeping your plans in sync with the here and now. It requires a constant back-and-forth between professional work and the organizational functions that support it. On top of this, monitoring both the internal and external environment adds another layer of complexity. It's no wonder many CEOs and managers feel overloaded by this balancing act.



#### How we can work on it together?

I support CEOs, managers, and their teams in creating processes rooted in the organization's core strategy. As part of monitoring the strategic plan, I can also facilitate team meetings and periodic strategic check-ins, whether focused on specific functions or on the core strategy.

## AREAS OF EXPERTISE

### Project management

Project management is probably the most discussed skill set in an organizational context. Yet, in my experience, it is often overlooked or unnecessarily overcomplicated. Since most grant-making organizations structure their financial support around projects, they are everywhere. Still, all the extra work that comes with managing them can easily turn into an unnecessary burden.



#### **How we can work on it together?**

I'm not promising to eliminate every headache around project management, but I can help prepare your team with planning and monitoring tools that make processes and collaboration smoother. Ideally, this also frees up extra time for the important work on the ground.

## ✳️ Nothing is easy

Do you know the rock band Jethro Tull? And their 1968 song “Nothing Is Easy”? It’s so simple, yet so true – *nothing is easy!* None of these themes listed here are simple and the solutions are often far from straightforward. That’s why I’m here. That’s why we’re both here: to elevate your organization, your team, or your crowd. And we’ll do a little more than what Ian Anderson suggested in the song – after all, those were the ’60s...



## So, what does this look like in practice?

### ✳️ Consulting

I work directly with CEOs, managers, boards, or smaller cohorts within the organization. This can cover any of the subjects listed earlier or a combination of them.

### ✳️ Facilitation

I facilitate strategic planning processes, either from start to finish or through regular strategic meetings and check-ins.

### ✳️ Trainings and workshops

I lead trainings and workshops on the topics above, tailored for smaller groups within the organization or for the entire team. I also deliver similar learning events at conferences, seminars, meetups etc.

# TRAININGS AND WORKSHOPS

### **Strategy 101**

A deep dive into the strategic plan and planning process, introducing all the essential tools and mindset needed for long-term stability, sustainability, growth, and ultimately a broader impact. *(6-12 hours)*

### **Fundraising Rooted in Strategy**

How to align one of the organization's most important functions with your values and strategic goals, ensuring it stays on course and fully supports your mission. *(3-6 hours)*

### **Resource Development Strategy From Scratch**

Going beyond shiny campaigns, this course shows you how to build a robust plan with the right mindset, where all fundraising efforts are carefully planned and the organizational capacity is fully leveraged. *(6-9 hours)*

### **Your Greatest Asset – Committed Volunteers**

Think and rethink how you engage volunteers, while exploring more about their motivation and reasons to commit themselves. A strategy-driven approach with practical, actionable tools. *(3-6 hours)*

### **Zooming In – The Art of Strategic Management**

How to turn management from a juggling act into a skill set that helps you align your strategy with day-to-day operations and all organizational functions. *(3-6 hours)*

### **Project Management or Project Planning?**

Take a fresh look at projects and how they can be better aligned with your core strategy. Get to know useful tools for better planning, execution, and a smoother cooperation within the team. *(3-6 hours)*



## FEEDBACK FROM PARTICIPANTS

“ The training was great. We didn't just explore strategy-making, we also got practical tools and guidance on how to put that strategy into action. Thanks to it, we've definitely gained new momentum as an organization. ”

**Strategy 101**

**Zooming in –  
The Art of  
Strategic  
management**

“ A useful, well-structured and inspiring training. It had everything you could possibly fit into two short sessions. With his attentive presence and facilitation, Bence created a safe space that really enabled thinking together. I especially appreciated the many practical examples he brought in and the discussions of both good and bad practices. Thank you :) ”

“ I really enjoyed the event, learned a lot, and got to meet a bunch of great people. Bence was a great trainer. He gave us space to unfold while still keeping the conversation on track, and we managed to cover everything important. I also run volunteer management trainings myself, but I absolutely enjoyed this one. It was great to see a different approach, and I learned something new on both occasions. ”

**Your Greatest  
Asset –  
Committed  
Volunteers**

**Project  
management  
or project  
planning?**

“ I feel like I received a really useful support tool that I can rely on anytime we start a new project. Now I have a much clearer view of the whole process, which will help me save time and energy in the future. Of course, we can also learn from negative experiences, but if every project ends with firefighting, there's no room left for a well-deserved celebration or relaxation. The part on crisis management was also very useful, especially given the current situation. ”

## What others said about working with me

### ＊ TESTIMONIALS

*“Bence helped a lot in our financial planning, creating our fundraising strategy, and mapping stakeholders. Beyond the useful tools he provided, he was really attentive to our unique reality and challenges. The process we went through was fully customized to our needs.”*



**TIMEA GRUNZO**  
UNDA 62



**SARA PASZTOR**  
SKILLY

*“Working with Bence was an invaluable experience for our organization. He brought thoroughness and an exceptional attention to detail to every step of the strategic planning process. His sensitivity, commitment, and personalized guidance ensured that the support we received was tailored to Skilly’s unique needs while he also had a constant eye on the cause. We highly recommend him to anyone seeking thoughtful and dedicated expertise.”*

*“I worked with Bence for almost 8 years. From the first moment, he helped a lot in my professional and leadership development journey. His systemic approach and strategy-centered thinking gave me in particular a lot. Beyond that, he has an inclusive methodology that strengthens all team members.”*



**JULIA DES**  
HAVER FOUNDATION

## *Some of the most inspiring partners*

### REFERENCES



## ✳️ **Next steps**

Dialogue is the most central part of my work. Everything starts with us having an exploratory session about your and your team's needs and wishes. Based on what you share, I will suggest a roadmap with specific formats and content.

My fees are tailored to three ranges of organizations based on their annual income. We'll discuss specific pricing details upon your inquiry, to ensure the offer matches your organization's needs, context, and budget constraints.



## **Let's get in touch!**

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