

Leadership Coaching Impact Report – 2021

Leadership Coaching Mission

Our mission is to make a positive difference by coaching leaders, developing coaches, and paying it forward to women who need support with safety, health, education or gender equality issues. We are on a mission to increase positive leadership in the workplace and prioritise wellbeing for people and the planet.

Impact Goals

As a newly certified B Corp organisation, we are exploring and refining our impact goals to ensure we have measurable, impactful objectives set each and every year. For the coming year, we will be looking to increase the work we are doing for underrepresented communities, continue to strengthen our relationship with relevant charities and further explore ways in which we can grow the work we do with protecting the environment.

F21 Highlights

- **Becoming B Corp Certified**
- **Mission Lock - legally confirming our commitment to giving and positive leadership**
- **Formalising our Charitable partnership with Women for Women**

Over the past year, during the B Corp certification process, we made the following commitments in the key areas of the B Corp impact assessment framework.

Governance

As a company, we were highlighted as having an "Impact Business Model" which means that our business is intentionally designed to create a specific positive outcome for one of its stakeholders - such as workers, community, environment, or customers. When considering this aspect, we realise that we serve all leaders, but specifically women leaders was named as an underrepresented community that needs further support in business and society. We formalised our giving and promoted positive leadership with a focus partnering with charities that support women's safety, health & education.

This process helped us to further refine our mission and strategically define the giving of our time, expertise and money.

Community

The Community Impact Area evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from. Topics include diversity, equity, and inclusion; economic impact; civic engagement; charitable giving; and supply chain management. In addition, this section recognises business models that are designed to address specific community-oriented problems, such as poverty alleviation through fair trade sourcing or distribution via microenterprises, producer cooperative models, locally focused economic development, and formal charitable giving commitments.

When considering all this, we were prompted to formalise our giving through partnering with charity, Women for Women and promoting our “pay it forward” strategy with women leaders. We tightened up our supply chain by favouring other B Corps organisations or green/ ethical companies. For example, we changed to ...Octopus energy, Zen internet, Handelsbanken, Green Stationery Company, purchasing a hybrid electric car, Abel & Cole, Mindful Chef, Who Gives a Crap to name a few. We also now ask more questions of our suppliers now to ensure they share our values and ethos.

Environment

Through this area, we made a commitment to improving all our own environmental impact decisions such as water, energy, waste, travel, carbon offsetting, tree planting, etc. as well as ensure we are working suppliers who support these initiatives as well. We also look to help to educate our clients about the environmentally friendly options we can use while doing business together.

Though over the last two years, company travel has been limited with many sessions taking place online or locally. Face to face work is slowing returning and as such, we are renewing our commitment to carbon offsetting our flights and travel in partnership with the World Land Trust who are invested in the protection of threatened tropical forests to protect biologically important habitats throughout the world.

Customers

This area focused on ethical marketing and messaging along with intentionally measuring and monitoring the positive impact and outcomes of our work for our key communities. In our case, we are impacting our clients and community of female leaders through delivering, supporting and reviewing coaching that focused on positive leadership which ties into our mission statement.

As a small company, the process of becoming certified over this past year has been challenging and time consuming but wholly rewarding as it has helped us to focus our work and ensure we are creating positive impact for our key stakeholders. However, the work does not just stop. As a B Corp organisation, we have a responsibility to continually ensure we are improving and contributing to the world around and embody an organisation which is a force for good.