

Leadership Coaching Impact Report – 2022

LEADERSHIP COACHING IMPACT REPORT

October 21 to September 22

Our mission and values

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.

Our Community

What we did last year:

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.

What we've done this year:

Women for Women

We have continued our work as partner for Women for Women and have now helped over 12 women access training and education to help grow and establish their micro business across Africa. We are proud of the work we have done together and look forward to further establishing these connections and providing opportunity for these women.

This year the sister we sponsored was able to enroll and complete a guided programme to help her develop herself and create income earning opportunities.

Claudine has built friendships, gained knowledge and confidence, and found her voice as a decision-maker and leader. She is now trained in a vocational skill with earning power in her local market and has learned how to set up and manage her own small business.

Cowriting Sessions for Women

This past year we formalized our weekly co-writing session focused on supporting women through journaling and creative writing. Each weekly session has at least ten women participants representing a board and diverse cross section of the community. These sessions are delivered free of charge and focus on empowering and encouraging women. Twice year, there is also a low-cost five hour virtual retreat with several bursary places allocated to women who need extra support. Throughout this year, Leadership Coaching founder has given over 100 hours of writing support and facilitation to the co-writing attendees.

In a recent survey of co-writing attendees, the following was evident:

- 100% attendees agreed that attending the sessions improved their confidence
- 100% of attendees agreed that the sessions provided positive support
- 100% of attendees agreed the sessions have improved their wellbeing and provided an opportunity for personal development

In the words of one of our co-writers:

“The sessions connect me with my writing self in the company of writing others. I love the community that we have created where we can bring all of our selves. I get inspired by the poetry and prompts. I love the attention to entering and leaving our space which helps me to be more mindful in other spaces...Tuesday mornings is truly a soul space.”

WACL Mentoring

Leadership Coaching's founder, Fiona Parashar, is a key member of WACL, Women in Advertising and Communication Leadership. As part of her role in WACL, Fiona mentoring and supports a number of women each year through their mentoring programme focused on support and developing women leaders in media. This past year, Fiona has given over 20 hours of her time to coaching four different women and helping to empower them in their careers.

Local Partners

We expanded our partnership with local, positive businesses and are working exclusively with Combe Grove which is a centre for Health and Wellbeing grounded in nature. Our values and goals are aligned and both Leadership Coaching and Combe Grove are focused on positive support for our local community.

What we will do next year:

Our focus for 2023 will be on further supporting our local community with a specific positive benefit. We have connections with the Bath Women's Fund and will be working with more to establish a specific role we can play for business women local to our area through opportunities such as pro bono mentoring and coaching.

In addition, we will continue to increase our pro and low bono work to help reach more women in our community.

Our Clients

What we did last year:

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.

What we did this year:

Improving Impact Measurement

As mentioned above, we have renewed our efforts to engage with our clients to understand their needs and desires whilst developing products / programmes. We have done this by undertaking an annual client survey to measure our effectiveness, note our impact and ask for feedback on how to make our service even better.

Through doing this survey and gathering this input, we have increased the percentage of clients for whom we can verify we have had a positive impact from 1 – 25 % to 26 – 49%.

We have also ensured that outcome questions and measurement are built into all our programmes and products through pre and post questions, post programme follow up calls and surveys.

During a recent coaching programme delivered to women leaders at one of our purpose-led clients, the following feedback was shared:

[The programme] helped me rebuild confidence in my professional skills and experience and understand why I lacked confidence in the first place

Gave me more confidence to get back into work and to apply myself to higher grade jobs as well as still being creative.

Really comprehensive teachings about key areas of management covering all the essentials. The peer to peer learning was really powerful and important too.

A Beautiful Way to Coach book

Also this year, founder Fiona Parashar wrote and published a book focused on positive psychology coaching in nature. Not only is this book a comprehensive manual for professionals in the coaching industry, but it is also an accessible guide for those professionals looking to develop and move to the next step in their career.

Alongside the release of the book, Fiona held a number of free events which brought the book to life. In addition, she gifted more than a 100 copies of the book to women and purpose-led organisations.

What we will do next year:

For 2023, the focus will be on establishing key performance targets to track and measure client satisfaction and we would expect to see this metric improve year on year as we continue to target and focus the work we do and the programmes we develop.

As part of this work, we are also looking to improve the review and monitoring of longer-term outcomes through establishing follow up and questionnaires at the 12-month, 3 year and 5-year point.

As part of our commitment to transparency and compliance we will also develop clear privacy and data policies in 2023 and have those accessible on our website.

Our Environment

What we did last year:

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.

What we did this year:

In 2022, we focused on travelling less and working from home more and ensured that any journeys we made were necessary and combined several events into one journey. As a result, we have continued to reduce our environmental impact and any journeys made have been via train and electric vehicle.

This year we have continued with our commitment to the environment through additional carbon offset work through tree planting as well as carefully considering our travel options to reduce our impact on the work around us.

We are never complacent with our partners and suppliers, and we actively review the best and most sustainable energy companies as well as look to our fellow B Corp partners to develop partnerships as much as possible. The ambition is to continue to develop and focus on these partners for good in all areas of our business.

What we will do next year:

Looking ahead, we want to formalise our commitment to reducing our energy and water use. As such, we are commitment to a year-on-year decrease in both of 5%.

Our Governance

What we did last year:

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.

What we did this year:

We focused on our commitment to gathering stakeholder feedback and input. We did this through the introduction of pre and post questions for our coaching programmes – both short-term follow-up and longer-term reviews. We have also surveyed clients to ask for direct feedback on the content and format of our coaching provision.

Also, in order to measure and monitor our commitment to supporting women, we have created and published an annual impact report outlining the work that has been done over the past year and setting out our objectives for the year to come.

What we will do next year:

Always looking forward, we are working on how to better incorporate social and environmental considerations into the work we do and the groups we serve. In order to develop this, we are looking to determine key performance indicators for social and environmental work. For example, we will look to identify organisations to approach with our low / pro bono offer, particularly those which support women and sustainability.

Alongside this, we will work on formalising some more of our internal processes and clearly communicate the reporting structure of the organisation with stakeholders and associates as well as establishing a written code of ethics.

Pledges For Next Year

- 📌 Formalise our community-benefit partner and work with Women for Women and Bath Women's Fund
 - 📌 Reduce our energy and water usage by 5% year on year
 - 📌 Identify new organisations with social and environmental focuses to support with low/pro bono and establish metrics for us to measure the work we do in this area
 - 📌 Establish metrics for positive impact with clients to measure year on year
 - 📌 Review longer-term impacts over 12 months, 3 year and 5 years
 - 📌 Publish our code of ethics and our privacy policy
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