

B Corp Impact Report

2023

Certified



Corporation



Executive
Coaching
Consultancy

Our Mission

We're proud to be a women-founded B Corp and Employee Ownership Trust. Our mission is to create fairer and more equitable workplace environments using coaching as an enabler for change.

We provide organisations with the insights and coaching solutions they need to create more equitable workplaces and embrace diversity.

Workplaces can be a vehicle for social change, and our programmes' impact will stretch beyond the workplace and influence society.

Our work aligns with the United Nations Sustainable Development Goal No. 5: **To achieve gender equality and empower all women and girls** and Goal No. 10: **Reduced inequalities.**

We believe in harnessing the unique abilities of every individual to build diverse, inclusive and equitable workplaces worldwide.

Legacy & Reach

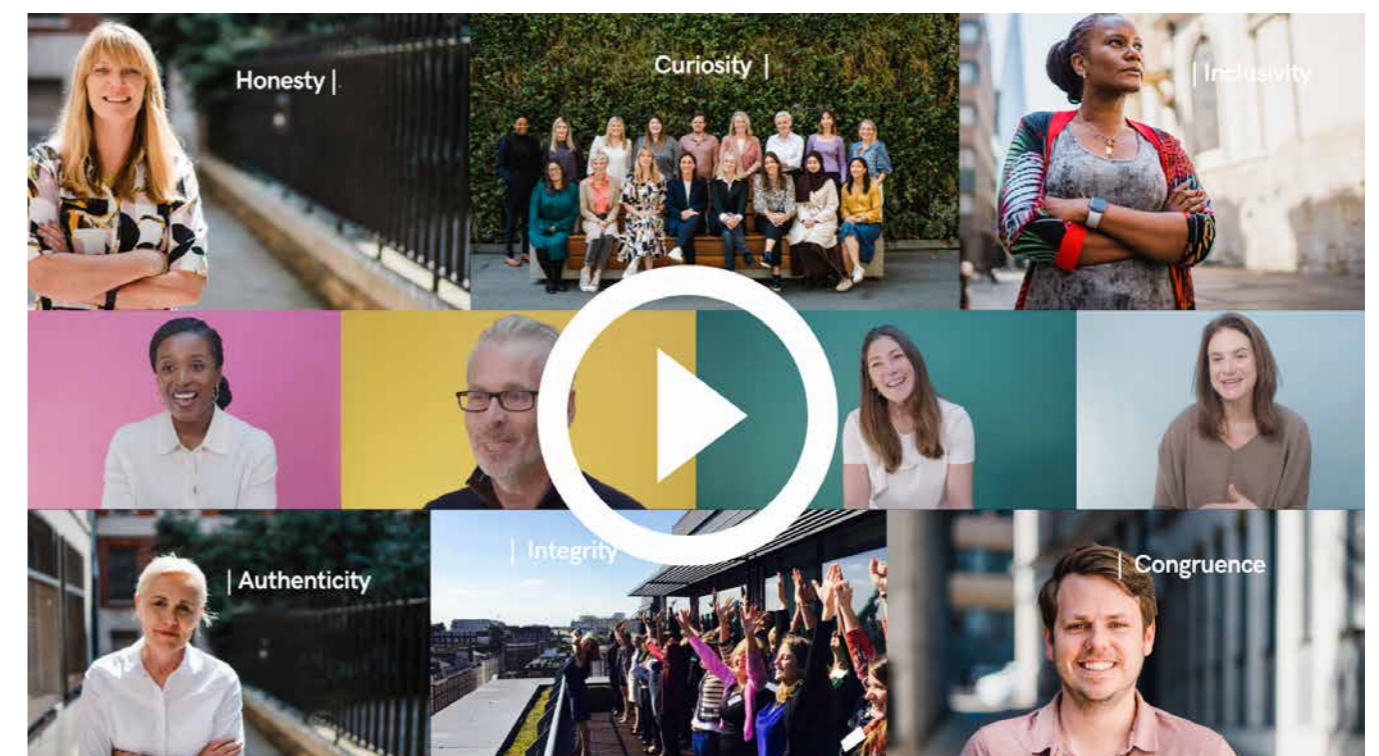
Our commitment to equity means we've reached over 20,000 individuals in our history, across more than 100 countries.

Global Diversity

We're committed to working with a diverse group of suppliers – our Associate Coach team live across six different continents!

Visible Results

We coach over 1,000 women a year and all of them say they've seen the benefit of our gender equity programmes.



B Corp Impact Score

In 2021 we ranked as the Best For The World in the Governance impact area, which in B Corp’s words, means we “walk the walk every day through exemplary governance practices, scoring in the top 5% of all B Corps across the globe.”



Impact area scores

Governance	19.3
Workers	28.3
Community	27.2
Environment	8.9
Customers	12.5

50.9
Median score for ordinary businesses

80
Qualifies for B Corp Certification

96.3
Our 2021 impact score

A word from our CEO

The guiding purpose of the Executive Coaching Consultancy, or ECC as we're also known, is to improve equity in workplaces.

Our mission is to create fairer and more equitable workplace environments using coaching as an enabler for change. At our core, we aim to support businesses as they progress towards embracing diverse leadership and celebrating their unique talent.

When I think back on our origin story, I think of spotting the opportunity to democratise Coaching, because in the 90s it was very much the preserve of CEOs. I thought why is this just for them? This would be good for everyone – it should be scalable and accessible for all employees.

So ECC began in 1994 as a female-founded coaching consultancy. Back then the landscape of leadership was male dominated and the gender imbalance was stark. In the early 2000s we began coaching parents, supporting both men and women through the transition of having children and navigating a career. Today, with decades of experience, we also deliver a range of development programmes working with women and their managers to bolster talent pipelines and shift the needle towards gender parity.

Along the way we've launched the Good Business Initiative to offer pro-bono support to organisations on their journeys to becoming diverse and inclusive workplaces, as part of our commitment to advancing accessibility and creating sustainable change. We've grown our core team to 25 and our Associate Coach team – who deliver our programmes across six continents – to more than 80 individuals who bring a wealth of expertise.

In 2021, we became a B Corp, as social impact drives our work and aligns with our values. It's amusing that out of us founders, nobody can remember who first put the idea forward to join the B Corp community, we all think we came up with it! And yet this shows the collective ripple of thought in wanting to ensure we do good business – it was the natural way forward for us.

In turn, our B Corp status encouraged us earlier this year to become an Employee-Ownership Trust (EOT). We wanted to recognise the team's contribution to our success over the last three decades, whilst retaining the insights of the founding team within ECC and making room to include new employees. Joining the B Corp community and becoming an EOT is recognition of the multiple stakeholders one needs to consider to be a sustainable business.

Next year, alongside celebrating ECC's 30th birthday and all of the wonderful commitments we make in this report, we also want to deepen our relationship with the B Corp community. We plan to connect with other socially driven organisations and strengthen our collective impact. Gender diversity in leadership is closely linked with deeper focus and greater progress in the sustainability agenda, so I'm excited for ECC to play a part in bringing positive change for future generations. Here's to challenging gender inequity, advocating for diverse and inspiring leaders, and enacting positive and sustainable change.

G. Gallacher

Geraldine Gallacher, CEO

ECC timeline

1994

2005

2011

2018

2019

2021

2023



ECC founded



Launching gender equity solutions across 3+ continents



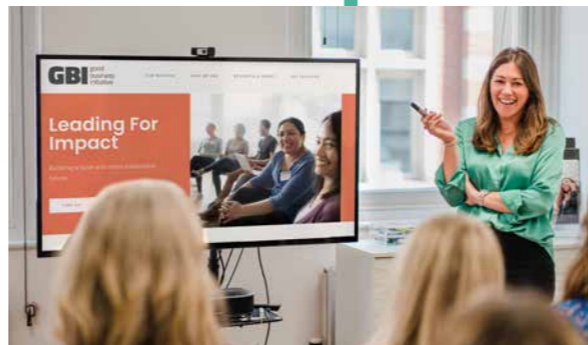
25 years of ECC



ECC becomes an Employee Ownership Trust



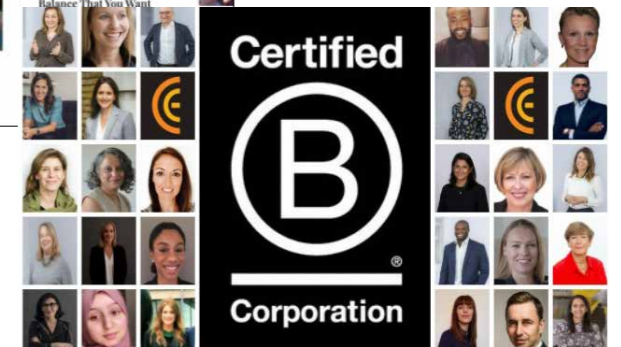
Introducing Parental Transition Coaching to the UK Market



Incorporating our not-for-profit, Good Business Initiative, to address broader social issues



Opening up access to our parental resources



Becoming a B Corp



Over the last few years we...



Became an Employee Ownership Trust

“Over the past few years, we have increased significantly in size and reputation, with our focus on helping organisations tackle inequity and foster inclusion. As ECC continued to grow, we thought about how to secure a sustainable future for all of us. Becoming an EOT provides a future that protects all that we built together as a team and ensures that every individual continues to be given a chance to develop and fulfil their potential.”

Michelle Weston, Chief Operating Officer

We have joined the Employee Ownership Association, to make sure we continue to strengthen our governance, gain expert advice as well as to connect, learn from and share our learnings with other EOTs.





Grew our Associate Coach Team

We are immensely proud of our global team of expert executive coaches.

ECC's purpose-driven culture attracts the very highest calibre of coaches that share our agenda to help organisations be fairer, more inclusive and equitable so everyone thrives.

We believe that our clients are best served by coaches that represent the wider community in which we live, wherever in the world that is.

Over the last decade we have built a diverse team of outstanding coaches, and a community that is a rich source of vibrant learning for our clients, as well as us at ECC.

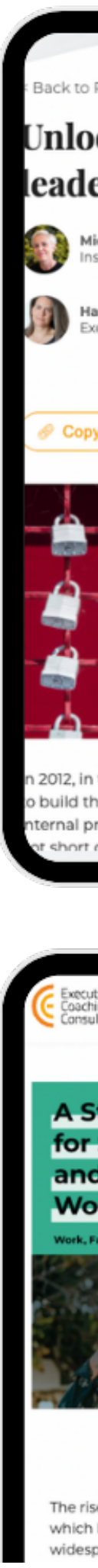
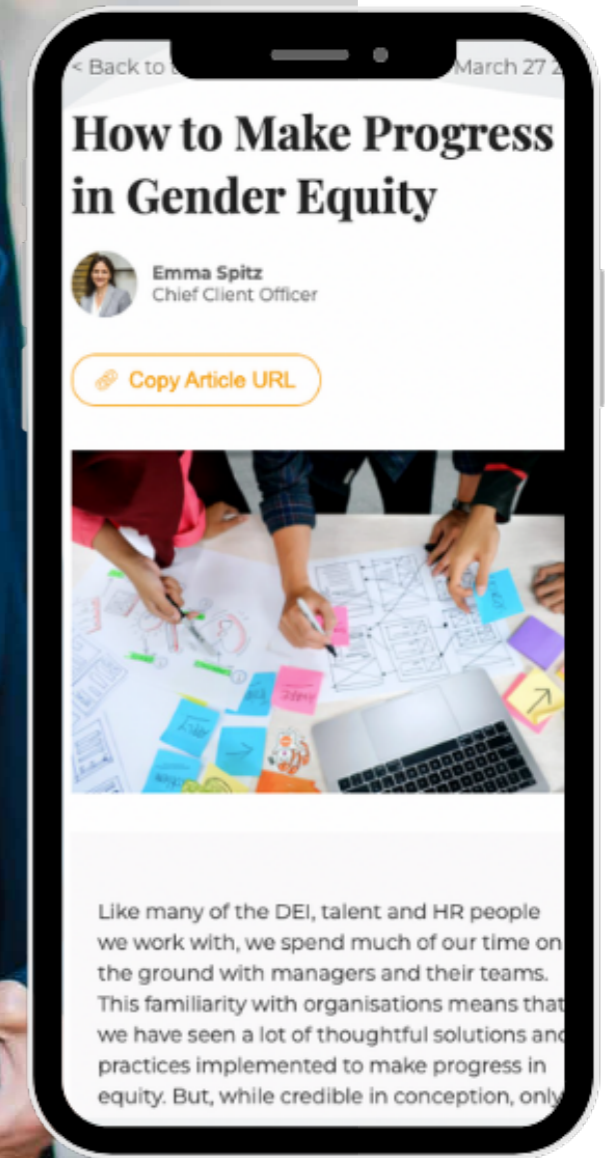
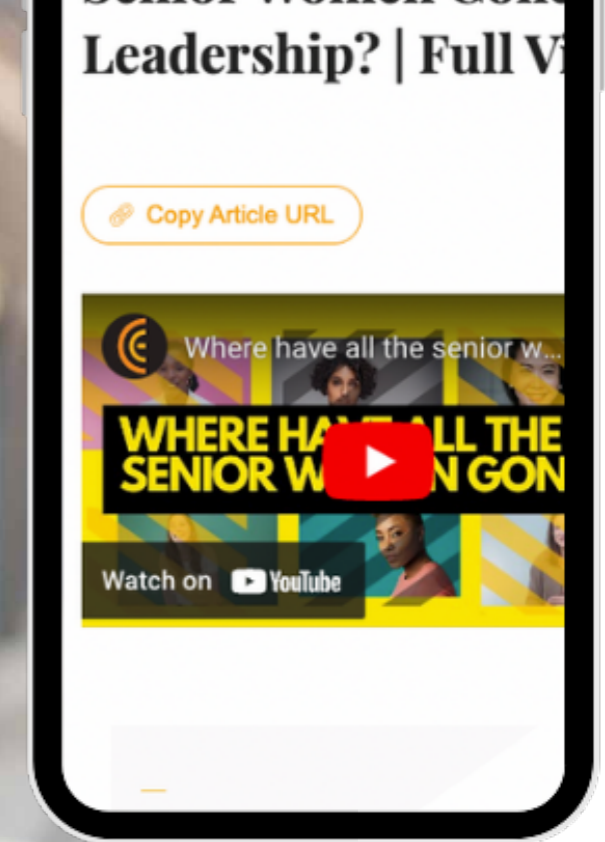
Launched 'Work, Family & You'

“We know family friendly workplaces are good for everyone and we recognise that not every employee or organisation can call on the type of coaching support that we provide. We also know that when workplaces aren't supportive of families it holds back talented people. So, on our mission to affect positive change, we have opted to open up access to our valuable 'Work, Family & You' resources.”

Emma Spitz, Chief Customer Officer

We launched 'Work, Family & You', to provide an open-sourced high-value resource base for parents, carers, managers, DEI, HR and talent specialists.

We regularly invite our team, coaches and guest writers to contribute topical thought pieces, which we include in our newsletter, to build a supportive community. Then on an annual basis, we publish the Parental Fog Index, which ranks The Times' Top 100 Graduate Employers by the visibility of support for working parents.



Supported positive change in our community



Good Business Initiative

Through the Good Business Initiative (GBI), we support organisations to access our coaching solutions at reduced rates or pro bono. These have included not-for-profits and government funded organisations such as the NHS.



Career Returners

Over the last five years through the GBI, we've worked with Allen and Overy to support over 100 participants who had been unemployed for up to a year to 'ReStart' their careers, with a holistic support offer of workshops, coaching, and mentoring.



Clients & Suppliers

We've accelerated our clients and suppliers understanding of DEI and their role in supporting our mission. Sharing learning is at our core through the 'Work, Family & You' platform and newsletter, our 'On Balance' newsletter, and the topical research contributed by and shared with our Associate Coaches.



Roundtables

We've hosted multiple roundtable events for our client community, bringing together different sectors and regions to share the latest thinking and facilitate discussions on matters concerning gender equity and other related DEI topics.

We enable DEI professionals to learn together and support each other as they look to tackle the challenges their organisations face to ensure equity and encourage inclusivity.



**In 2024 we
have plans for...**

Environment

Goal 1

We will commit to reducing our carbon footprint by 50% by 2030

Goal 2

We will take action to support our employees, clients and suppliers to better manage their impacts on the environment



How we will do this:

- We will monitor, record and set reduction targets by signing the Climate Hub agreement for SMEs.
- We will commit to taking action to reduce our greenhouse gas emissions by limiting our international air travel.
- As we pivoted to remote delivery over Covid-19, our coaching solutions have been adapted so they can be run in person, over Zoom or a hybrid, enabling us to reach further geographies more sustainably.
- We will also create opportunities for our employees and clients to reduce their carbon footprints. We will suggest options for our clients and encourage their efforts to reduce their carbon footprints.
- We will make robust recommendations for our team to offset their carbon footprints. For our clients, we will suggest options and encourage their efforts to reduce their carbon footprints.
- We will also accelerate our switch to environmentally preferred products and practices in our office. For example, using non-toxic janitorial products, reducing waste and using only recyclable materials.
- These commitments build on our current recycling practices, refusing non-recyclable products, replacing our office lightbulbs with LED lights, being a paperless office, reusing materials where possible and seeking to support other B Corp accredited organisations as suppliers.

Community

Goal 1

We will take action to increase our community's access to our resources

Goal 2

We will continue to add to the narrative of 'fix the system, not the women'

Goal 3

We will see over 50% of our employees using their volunteering days



How we will do this:

- We will explore ways to support individuals or small organisations working in the gender equity, social mobility or parental support sectors.
- We will continue to reach individuals through our free platform 'Work, Family & You', and offer support to organisations through the Good Business Initiative. This commitment builds on the annual work we do, reaching over 12,000 people on 'Work, Family & You' and supporting another cohort of over 50s to return to work through GBI and Allen & Overy.
- We will continue to publish our learnings, resources and insights through our open-sourced Resource & Knowledge Hub. Here we share high-value assets to drive gender equity, which individuals and clients can access.

From key terms, research summaries, guides, explainer documents, and videos, the Resource & Knowledge Hub is an accessible way of sharing learning with wider networks to continue the conversation on gender equity and advocating for systemic change.

- We will share information on volunteering to encourage our team to utilise their allotted days. We will track their hours and showcase their hard work. This voluntary work adds to the foodbank collections and donations we make yearly.

Clients

Goal 1

We will continue to commit to purposeful work tackling gender inequality

Goal 2

We will work closely with our clients to monitor and increase their impact on improving gender equity

Goal 3

We will challenge our clients to reframe and relook at how they perceive 'talent' within their organisation

How we will do this:

- We will help clients transfer their learnings from gender equity programmes and other interventions with underrepresented groups to enact positive change. This builds on work we are already doing in coordinating networking events and learning opportunities for our network to contribute to the conversation on gender equity.
- Organisations overlook many women and other under-represented groups for various reasons. The traditional lens for spotting talent and 'potential' needs a radical overhaul to develop these hidden layers of talent who could be part of the future senior team.
- We will present diverse teams of coaches for clients and strongly encourage individuals to work with coaches who are as different as possible to them. We will continue relentlessly challenging the executive coaching profession to seek out coaches with different lived experiences. We will develop standards to assess clients and suppliers against before we start working with them to ensure they reflect our organisational values and priorities.



Team

Goal 1

We will oversee the transition to becoming an EOT

Goal 2

We aim to reach 80%+ employee engagement rate

Goal 3

We will monitor our team diversity and establish targets to improve our team's diversity

How we will do this:

- We will successfully convert our governance structure to an EOT. This process involves holding EOT board meetings where two of our team members have been elected as Trustee Directors to represent employee matters and organising opportunities for all employees to raise and vote on important matters.
- Building on our current staff well-being surveys, where we have achieved 70% satisfaction in recent years, we will begin regular pulse checks to track our team's engagement. The data we collect will enable us to improve and create desirable working opportunities for our team to feel engaged.
- This builds on our work in creating a development calendar for our team to upskill through learning opportunities and programmes. We have also committed to creating opportunities to reward existing staff through internal promotions as well as lateral moves to ensure our team feel engaged, challenged and gain a breadth of experience.
- We will survey our team annually to capture data on attributes such as age, gender, race & ethnicity and socio-economic status.





Closing commitments

In 2024 we aim for a
B Corp score of 105+

We're proud of how far we've come, and we've got a sound plan for how we'll improve. Our EOT Board will review the progress we set out to make in this report so that we can continue creating sustainable positive change and striving for gender equity.



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