



Impact report

April 2022 - March 2023

Our mission

Our long-lasting coaching relationships provide the environment and tools for founders of purpose-led businesses to do their most effective thinking.

Governance

What we did last year

Stakeholder engagement

We completed the annual feedback survey with our coaches and also continued to have multiple informal conversations in order to agree on direction and strategy for Haddon Coaching. The coaches meet virtually every 3 weeks and face-to-face at least twice a year.

We tested our new annual client review process with a few clients in order to refine it, and we will be rolling it out fully this year.

What we're doing this year

Stakeholder engagement

As mentioned above, we will be rolling out our full annual client review process in January 2024.

Community

What we did last year

Charitable donations

In line with our formal commitment to donate the equivalent of at least 5% of revenues to charitable partners each year, in the year to March 2023 we donated £24,870 including Gift Aid. Two thirds of our donations are through the Effective Altruism Funds. These focus on areas where there is a large problem to solve, and which are currently under-invested in. The current Funds focus on global health and development, animal welfare, the long-term future, and supporting the work of the effective altruism community.

Realisation Festival

We are one of the volunteer organising groups which created and hosted the Realisation Festival. The 2022 gathering was an annual agenda-setting event that sought to advance societal transformation in a soulful way. It took place in June at [St. Giles House](#), in collaboration with [Perspectiva](#). The 90 participants were inspired by conversations with leading thinkers and economists, artists and activists. How do we radically misunderstand nature? Are we uncoupled from our own natures? What light are current crises shedding upon our ways of living? Are we

being invited to rediscover the nature of life from the inside out? The festival grew by 50% and will increase in size and scope again this year.

Supplier screening and evaluation

We introduced a process of screening our key suppliers, both existing and new, for:

- Compliance with all local laws and regulations, including those related to social and environmental performance
- Good governance, including policies related to ethics and corruption
- Positive practices beyond what is required by regulations (e.g. environmentally-friendly manufacturing process, excellent labour practices)
- Third-party certifications related to positive social and/or environmental performance

We also asked them to complete an assessment of their own social and environmental impact.

What we're doing this year

Realisation Festival

We will again be contributing significantly to the Realisation Festival which we expect to grow by a further 33%

Defining outcomes from charitable donations

We will be exploring how we can deepen our relationships with the Centre for Entrepreneurs and Action for Happiness charities, with a view to better defining the outcomes from the donations we make to them. In addition, we will continue to maximise the efficacy of our giving through the Effective Altruism organisation.

Environment

What we did last year

Emissions measurement

Our greenhouse gas emissions are relatively small, but nevertheless we are now using a carbon footprint tool to measure and keep track of them for Scopes 1 and 2, with a view to devising a programme to reduce them. We are also now able to calculate our carbon intensity (tons of CO2 emissions divided by revenue).

What we're doing this year

Scope 3

It has been unexpectedly difficult to measure Scope 3 emissions accurately, but we continue to look for a methodology that can achieve this.

Monitoring energy usage

We have set a target to reduce our energy usage this year by 10%.

Monitoring greenhouse gas emissions

We have set a target to reduce our greenhouse gas emissions this year by 10%.

Customers

What we did last year

Client impact screening

We introduced a screening process for prospective clients which included assessment of the purpose of the client and their current level of positive social and environmental impact. Over time we aim to continue to increase the percentage of our revenue derived from purpose-led clients.

Client impact review

We were planning to introduce our client impact review last year. This involves asking the main contact (sponsor) at each client company to fill out our impact review form, the bulk of which involves grading the company in the areas of Purpose, Team, Community, Planet and Profit and giving the key reasons for the grade. The form also includes questions about how coaching has contributed to the year's successes and improvements. In the end, we conducted trials with a few clients, with a view to rolling out the process more fully this year.

Ethical marketing policies

We have put policies in place for ethical marketing, advertisement and customer engagement. The policies include commitments to honesty in marketing, permission-based email marketing and white hat search engine optimisation, as well as a commitment to update all practices appropriately as the industry evolves.

Customer satisfaction targets

We conducted a client survey in order to calculate a Net Promoter Score for Haddon Coaching. Our target score was 50 and we were delighted to achieve a score of 75.

What we're doing this year

Management of support for underserved/purpose-driven enterprises

We will be conducting interviews with key purpose-driven clients in order to better assess and understand both the near-term and long-term outcomes resulting from our services. As part of the process, we will also be looking to identify and manage potential causes that could lead to a compromise of the positive outcome.

Our coaches

B Corp certification

Coach Nancy's company The Furniture Practice achieved B Corp certification in March 2023. Coach Nick's company Lucky Voice continues to make steps towards being ready for submission in 2024.

Social impact

Coach Clare organised a schools conference for year 9s called Enterprising Futures. This was hosted by an independent school, which acted as a hub for both its own students and local state schools. The event involved 16 entrepreneurs and around 200 students and focused on how to foster an entrepreneurial mindset at a young age, to nurture throughout school and on into the workplace.

Coach Nancy co-created and delivered the mentor training for the National Youth Arts Trust Mentoring programme. The National Youth Arts Trust is a charity established in 2013 in response to the growing crisis in funding for performing arts education in the UK and aims to provide young people aged between 12 and 25 with opportunities in dance, music and drama.

Coach Julian, in his role as a careers adviser at the secondary school, King's College Taunton in Somerset, tutors ten sixth former pupils over the course of their A-Level studies. On a voluntary basis, Julian continues to mentor many of these pupils after they have departed King's as they make their way in the professional world. Julian conducts bi-monthly catch ups online to check in on progress, offer counsel where requested and to hold them to account for agreed actions.

These young people are split between university studies, degree apprenticeships and productive gap years where they are earning money, volunteering, taking on tough charity challenges like this, <https://lnkd.in/eMDpfrN> and acquiring new skills like languages and life saving courses. Many of the coaching techniques pioneered by Haddon Coaching are useful to this less jaded, energetic, younger audience

Pro bono

Coach Clare provided ongoing support as needed to The Ark, a local homeless charity.

Coach Nick provided pro bono coaching to On Purpose, a fellow B Corp that runs a year-long programme which aims to develop talented young professionals into leaders of purpose-driven businesses.

Coach Ed acted as a mentor and advisor for new and aspiring coaches.

Coach Nancy provided pro bono coaching to 2 entrepreneurs who are starting new businesses and/or addressing next chapter life decisions.