



# Impact report

## June 2022

## Our mission

Through longlasting and trusted relationships, we work with founders and their senior teams who strive to create a measured impact across planet, people and profit.

## Governance

### What we did last year

We undertook detailed long form questionnaires with key clients to understand how we could shape our offering more effectively. We also had multiple informal conversations with our team of coaches to agree a direction and strategy for Haddon Coaching. The coaches now meet virtually every 3 weeks and face-to-face at least twice a year.

### What we're doing this year

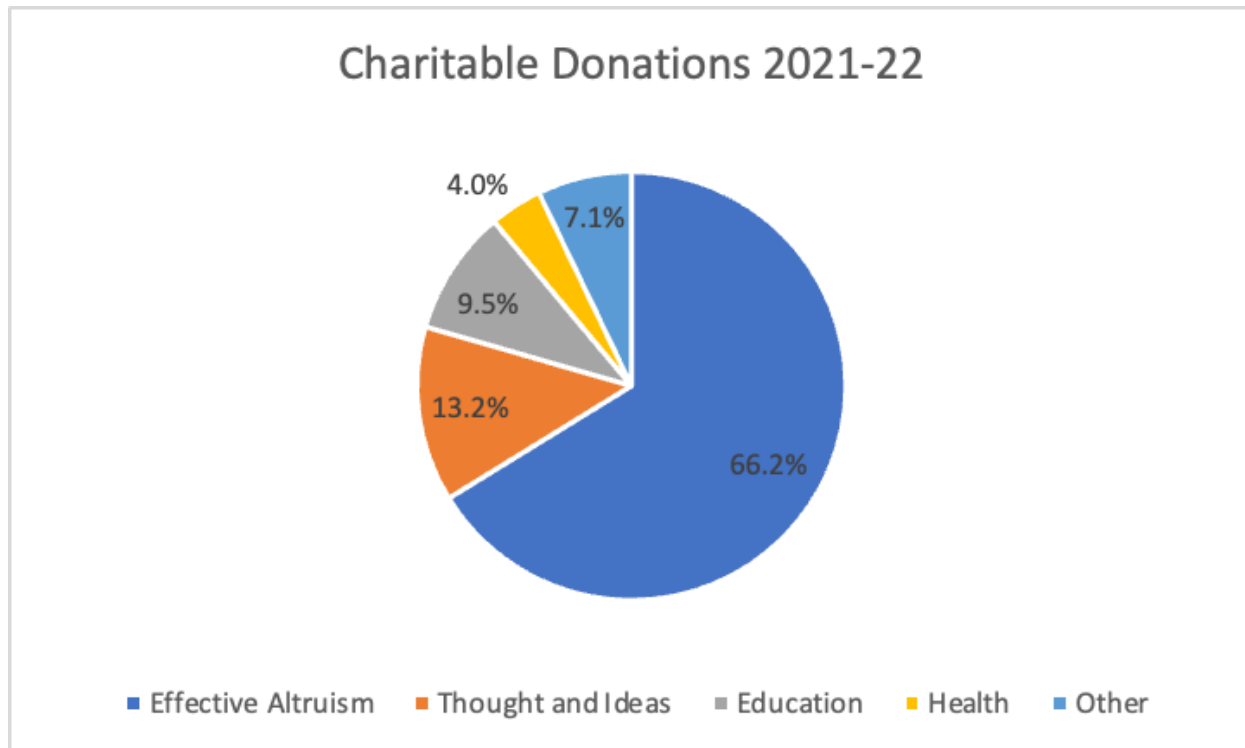
We will be implementing a more regular formal survey and feedback conversation with our clients (the annual review process) and we will have an annual feedback survey and focus group with our coaches.

## Community

### What we did last year

#### **Charitable donations**

We committed formally to donating the equivalent of at least 5% of revenues to charitable partners each year. In the year to March 2022, we donated £23,600 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.



#### **Better Business Act**

Haddon Coaching has joined the BBA Coalition in support of the campaign for the Better Business Act. The Act seeks to amend Section 172 of the Companies Act to ensure that all company directors are duty bound to consider the impact of a company’s actions on society and the environment.

#### **Academic research**

We participated in an academic research project at Otago Business School in New Zealand.

## What we’re doing this year

#### **Realisation Festival**

We are one of the volunteer organising groups which are creating and hosting the Realisation Festival. The 2022 gathering is an annual agenda-setting event that seeks to advance societal transformation in a soulful way. It takes place in June at [St. Giles House](#), in collaboration with [Perspectiva](#). Participants will be 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?

#### **Supplier screening and evaluation**

We will be setting up a process to screen all our 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 will also share our social and environmental policies with suppliers and require them to complete an assessment of their own social and environmental impact.

## Environment

### What we did last year

#### **Renewable energy**

We moved the office heating from oil to electricity sourced entirely from wind power from Octopus Energy. This means that 100% of our energy use is produced from low-impact renewable sources.

#### **Zero waste to landfill**

All of our office waste is fully recycled and any hazardous waste (e.g. batteries, old computer equipment) is now safely disposed of.

### What we're doing this year

#### **Emissions measurement**

Our greenhouse gas emissions are relatively small, but nevertheless we intend to use a carbon footprint tool to measure and keep track of them for Scopes 1, 2 and 3, with a view to devising a programme to reduce them. We will also be monitoring and improving our carbon intensity (tons of CO2 emissions divided by revenue).

## 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.

# What we're doing this year

## **Client impact review**

As a small coaching business, our social and environmental impact will mostly be achieved indirectly through our clients. Indeed, given the size and reach of our client roster, this impact can be significant. In order to start tracking it, we will be introducing our client impact review over the course of the coming year. Each year, we will ask 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. To enable us to assess the outcomes that our service produces for our clients, the form also includes questions about how coaching has contributed to the year's successes and improvements. Once the form is completed, we will convene a meeting between the sponsor and coaches to discuss (and potentially refine) the responses. The final scores will be logged on our client impact schedule.

## **Customer satisfaction targets**

Our annual review form includes a question which will enable us to calculate a Net Promoter Score for Haddon Coaching. Our target score is 50.

## **Ethical marketing policies**

We will be putting policies in place for ethical marketing, advertisement and customer engagement. The policies will 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.