

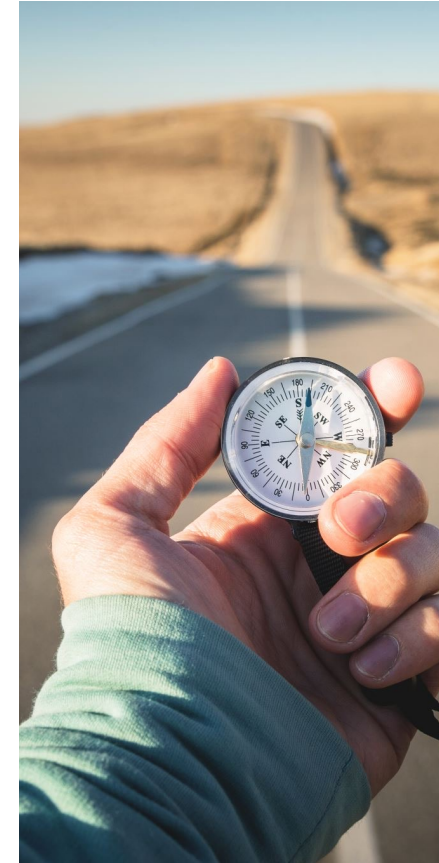


WISE GOOSE LTD

IMPACT REPORT JULY 2023

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1. WELCOME

I'm Helen Sieroda Founder and Director of Wise Goose. We're proud to present our first Impact Report, and the opportunity it gives us to take a look at how we are doing with our our commitment to use the power of business to create a more sustainable, inclusive and fair world.

We proud to be a micro business, inspired by the words of Roosevelt we simply want to do what we can, with what we have, where we are. We hope our small steps encourage others to follow suit. Everyone can so something to make a positive difference.

Like any small business, we have our share of challenges, we are pleased with what we have achieved, not only the work we have done but also the collaborations we have forged, the team of world class associates we have gathered and the support we have been able to to give to wider communities.

Thank you to all of you that have supported us to this point. This Impact Report is a useful milestone to allow us to reflect on how we are living up to our aspiration to be 'a better business'.

We have a lot more work to do and a lot further to travel. We look forward to sharing this journey with you.





2. WHAT WE DO

Wise Goose delivers executive coaching, professional accredited coach training programmes and tailor-made courses for organisations.

Everything we do is based around a sense of wanting to serve deeper 'worthwhile purposes' – transforming the way we see ourselves and our place in the world, serving and supporting our clients and students as they work to build a better world – we think of this as creating success with a soul.

Becoming a Bcorp was a natural next step and a way of both being accountable - 'walking the talk' and being a positive role model in our sector.

We hope you enjoy reading about our progress to date, what we are learning and our plans for the future.

3. WHERE WE ARE COMING FROM

STARTUP TO BCORP



SMALL BEGINNINGS: *FIRST WISE GOOSE TRAINING IN DEVON*

Wise Goose was created in 2012 after the dramatic breakdown in corporate governance that led to the financial crisis. As a coach I was trying to answer a question

“In uncertain times, what kind of coaches does the world need?”

The question grew into:

“What would a professional, purposeful, values-led, pro-business and pro-future coach training look like?”

And finally - “If not now when? Why not step up & create it?”

SEEKING COLLABORATION

WE BEGAN TO SPREAD OUR WINGS



- Once we'd established our work in Devon we decided to seek collaborative partnerships with charities we wanted to support.
- In 2017 we launched our first London group - an early attempt at collaboration with a charity. It didn't work out – but brought plenty of learning.
- Undaunted, later the same year we partnered with the Findhorn Foundation, NGO and home of Findhorn ecovillage community.
- 2018 saw the start of a new London collaboration with charity Global Generation - the relationship is still strong today
- Then in 2022 we added Luminary Bakery to our London based charity partners.

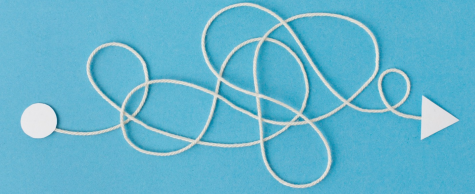
THE TRUTH BEHIND THE TIMELINE

Telling the story of the years leading up to becoming a Bcorp might sound like things unfolded like the top arrow.

But the reality is more like the tangled arrow beneath it.

Or maybe the middle image is more accurate...The process has not been neat – it's more like twigs branching off and tangling up with other twigs, all shaped by frosts and storms and sun, nibbled by visiting squirrels, influenced by a whole host of conditions and emerging stronger for all that.

And underneath it all, relationships weaving together a bit like the mycorrhizal fungi in the bottom image.



4. BCORP CERTIFICATION

JULY 2022



Hard work – but we made it!

Becoming a B Corp was a significant milestone for us, marking the beginning of a journey rather than an end point.

We learned so much during the certification process, and have learned a lot since. The slides that follow give a round up of what we have done since certification last year, what we haven't done (and why) and what we hope to achieve in 2023-24.



HOW WE DID

15.2 Governance

27.8 Customers

10.6 Environment

58.6 Community



Applicants are required to reach a benchmark score of over 80 to certify, with 100 seen as outstanding. Wise Goose achieved a high overall B Impact assessment score of 112.3

To see the detail behind our score:

<https://www.bcorporation.net/en-us/find-a-b-corp/company/wise-goose-limited/>

A. GOVERNANCE

WHAT WE SAID WE'D DO AND
WHAT WE HAVE DONE:



Going through the verification process last year made us see how much we were giving back without measuring. This year we have worked to improve this.

Set up a system for tracking volunteer time per capita

Tracked social & environmental KPIs more carefully through beneficiary outcome surveys

Updated Virtual Office Stewardship and Supplier Diversity Policies

We also (finally!) wrote a corporate mission statement



MISSION STATEMENT

We may be small, but our vision isn't - it is to use our expertise, resources and networks to help create a future where everyone, individuals, organisations, human and other-than-human communities can flourish.

Engaging with complexity, working towards deeper purpose and encouraging conscious leadership has always been at the heart of our approach as we educate and support people to be a positive force for change in society. We created Wise Goose to train the next generation of coaches; trusted 'thinking partners' equipped to help leaders navigate the gap between good intentions about business, leadership as a force for good, and everyday complex, real-world dilemmas.

We want to keep on learning as a company and educate and advocate for more purposeful, environmentally and socially responsible practices.



SUSTAINABLE DEVELOPMENT GOALS

We've clarified our priority Sustainable Development Goals so we can work towards them strategically.

The 17 UN goals set out comprehensive, aspirational and demanding targets for the world to achieve by 2030.

They send a powerful message as to what the world's governments consider as development priorities and are a call to action to meet the key challenges of our time.



OUR PRIORITY GOALS
WE HAVE CHOSEN TO SUPPORT
CHARITIES WHOSE WORK FURTHERS
THESE GOALS

Goal 4: focus on education "*Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all*". We work towards this through our core business through strategic allocation of pro bono, bursary or low cost coaching and support to charities

Goal 5: focus on supporting women "Achieve gender equality and empower all women and girls." We are committed to ensuring women's full and effective participation and equal opportunities for leadership at all levels of decision making, supporting women in leadership and management roles.

Goal 17.17 focus on collaboration. "Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships. This is our stretch goal. We want to build on our experience of collaboration – watch this space!"

LINKING INNER AND OUTER



- How can we do more to build the transformative skills and accelerate inner capacity needed to meet complex environment and challenges?
- We have started looking into the Inner Development Goals (IDG) framework to help accelerate the work towards the UN's Sustainable Development Goals.
- We already know how to bring out the best in people, our hope is the IDG framework will provide a common language to open conversations about the meta skills, qualities, capacities and personal development necessary for societal transformation.



GOVERNANCE: MEET THE WISE GOOSE ADVISORY BOARD

We are a small company with no formal Board, but we do have an Advisory Board; critical friends and thinking partners who support us in monitoring purpose, impact and stakeholder considerations:

- **Sybille Shiffmann** is founder and managing director of Deostara Ltd. Previously she worked at Plymouth University as a Director of Executive Education. Sybille is a doctoral researcher exploring relational leadership.
- **Diane Pitt** has supported Wise Goose from the very beginning as our 'in house ethical ombudsperson.' She taught Medical Ethics at postgraduate level and held research posts while working on PhD research.

b. CUSTOMERS: WHAT WE HAVE DONE



Continued to assess impact of our coaching programmes through ongoing feedback and outcomes surveys. In outcomes surveys 100% of graduates rated the impact of courses as 'high'



Their feedback led us to organize free community events to support students and graduates in taking their work into the world



In addition to charitable giving we offered 10% of profits as bursaries with preference shown to those who are from underserved groups, work with underserved groups, or in areas social justice or sustainability.



C. ENVIRONMENT

WHAT WE HAVE DONE

As a micro business with minor footprint, there are limited reduction opportunities, and we have limited resources to measure and take action, so far we have:

Increased the percentage of energy use produced from low-impact renewable sources to 75-99%

Started our own Trees for Life Grove. With limited carbon offset accreditations for small businesses, we decided to use this to offset informally

Started thinking about digital impact, switching our search engine to Ecosia, and using Dropbox

Participated in a training on circular economy and plan to begin tracking CO2 we've just registered with fellow Bcorp www.compareyourfootprint.com



ENVIRONMENT LEARN AND ENGAGE

We have a lot to learn. We know we need a better understanding of what we can do to reduce our environmental footprint and how to do it.

- Helen attended workshops offered by Arca through the University of Exeter Business School. These aimed to enable small businesses to transition to the circular economy.
- We've also signed up with SME climate Hub and started to check out their resources.

Questions remain including: where to begin? How can we track the impact of our suppliers and our students? What do we do once we know?

To address these and other questions we registered with fellow Bcorp 'Compare your footprint.' Now the work of calculating our entire operation's carbon footprint and setting realistic science-based net-zero targets starts!



2022
WE SET UP OUR
OWN WISE
GOOSE GROVE
WITH
@TREESFORLIFEUK

Every time a student starts
one of our courses we plant a
tree in the Scottish Highlands

In 2022-23

51 trees were planted

A photograph of a sunlit forest path. The sun is shining through the tall, thin trees, creating a bright glow and long shadows on the forest floor. The ground is covered in lush green ferns and other plants. The overall atmosphere is peaceful and natural.

51 trees planted

C. COMMUNITY: WHAT WE'VE DONE



We exceeded our target of 5% volunteer time per capita reaching 6.6%

10% of profits were given as in-kind donations to charities. We gave an additional 10% in bursaries to candidates from underserved populations

We work with three charities aligned with our SDG priorities, funding places on our training and/or pro-bono coaching to their managers

Communications
Weekly social media posts celebrate and highlight the work of other BCorps.

B. COMMUNITY: SOME OTHER THINGS WE'VE DONE...

Mentored a Director of SME/minority-owned businesses as they took their first steps towards the B Corp journey

Co-hosted community workshop to explore local leadership collaboration with Inner Development Goals with PsykosyntesAkademin (Swedish Foreningen)

Created pro-bono coaching program with Luminary and assessed the impact through outcomes surveys

In response to the cost-of-living crisis we increased associates' fees by 15%



COMMUNITY IMPACT

CHARITIES SUPPORTED 2022-2023

We met our target to give 10% of profits to charities working to achieve outcomes associated with our priority SDGs.

Meet our key charity partners of 2022-23:



Luminary Bakery work with women with social and economic disadvantage build a future for themselves using baking as a tool.

Reboot the Future work with change seekers, educators and leaders to build a more compassionate and sustainable world.

Global Generation (whose Kings Cross site we use as a venue for London courses) work with young people, businesses and families to create integrated, communities. Showcasing how disused urban spaces can become an oasis for plants and people to grow.

OUR WORK WITH LUMINARY



60 Hours pro bono coaching



40 hours pro bono training



100% said the project fulfilled or exceeded their expectations



“It’s great to support a mission focused organisation having a positive impact on the world.” Volunteer coach



“It has been so useful to have a safe, external place to process challenges and explore options and solutions.” Manager



“I now have clarity to take action and address the challenges I face.” Manager

COACHING IMPACT

"The Wise Goose team offered a lifeline of support - pro bono coaching to Luminary's line managers. Our social purpose means managers face unique challenges - the 'normal' pressures of management, with the added complexity of a high proportion of women recovering from trauma employed within our organisation. For the majority of these, Luminary is their first experience of the working world meaning they require additional training, flexibility and support.

This coaching helped us grow a management culture that is clear, kind and competent. As a purpose driven organisation, supporting survivors of Gender Based Violence and multiple disadvantage, this will help us more effectively deliver our mission for women. On behalf of the leadership team at Luminary, I pass on sincere thanks for your investment into our work and mission for women."

Rebecca Branch Director of Charity and Social Impact



LUMINARY
BAKERY

TRAINING IMPACT

“Training with Wise Goose has had an invaluable impact on my role as a manager and on the wider work of Reboot the Future. I have incorporated skills and tools I learned into my weekly one-to-one sessions with colleagues.

The learning around living with purpose and meaning underpinned Reboot’s new Theory of Change, and the Action Research informed 3 new education resources I created which have been downloaded over 1,500 times in the last few months.”

- Holly Everett Head of Programmes



TRAINING IMPACT

"The training has been an incredible process. I use the skills where I work with underserved communities with high child poverty. I've coached and mentored groups of young people. From talking through careers to exam stress offering support, creating room for young people to have a voice is something that Wise Goose training has helped me do. It has changed the way I listen and ask questions and it is fulfilling to be accessible to young people in a way that teachers and other adults may not have the capacity for.

Noticing the need for coaching around me, a personal goal is to encourage coaching as a resource in the current model of support for my colleagues."

Abena Tete-Donkor Assistant Youth Projects Coordinator

**GLOBAL
GENERATION**

6. SOME SETBACKS: WHAT WE HAVEN'T DONE ...

This year hasn't been without its setbacks

- A dear friend of Helen's fell ill early in 2022 and died later in the year. Helen spent as much time as possible supporting the family, this meant there was a period when there was only time for core aspects of running the business.
- This impacted directly on capacity to be involved in the B Corp community and left no time to research steps we need to take towards net zero.



IN A NUTSHELL IMPACT SUMMARY



Community/ Giving Back

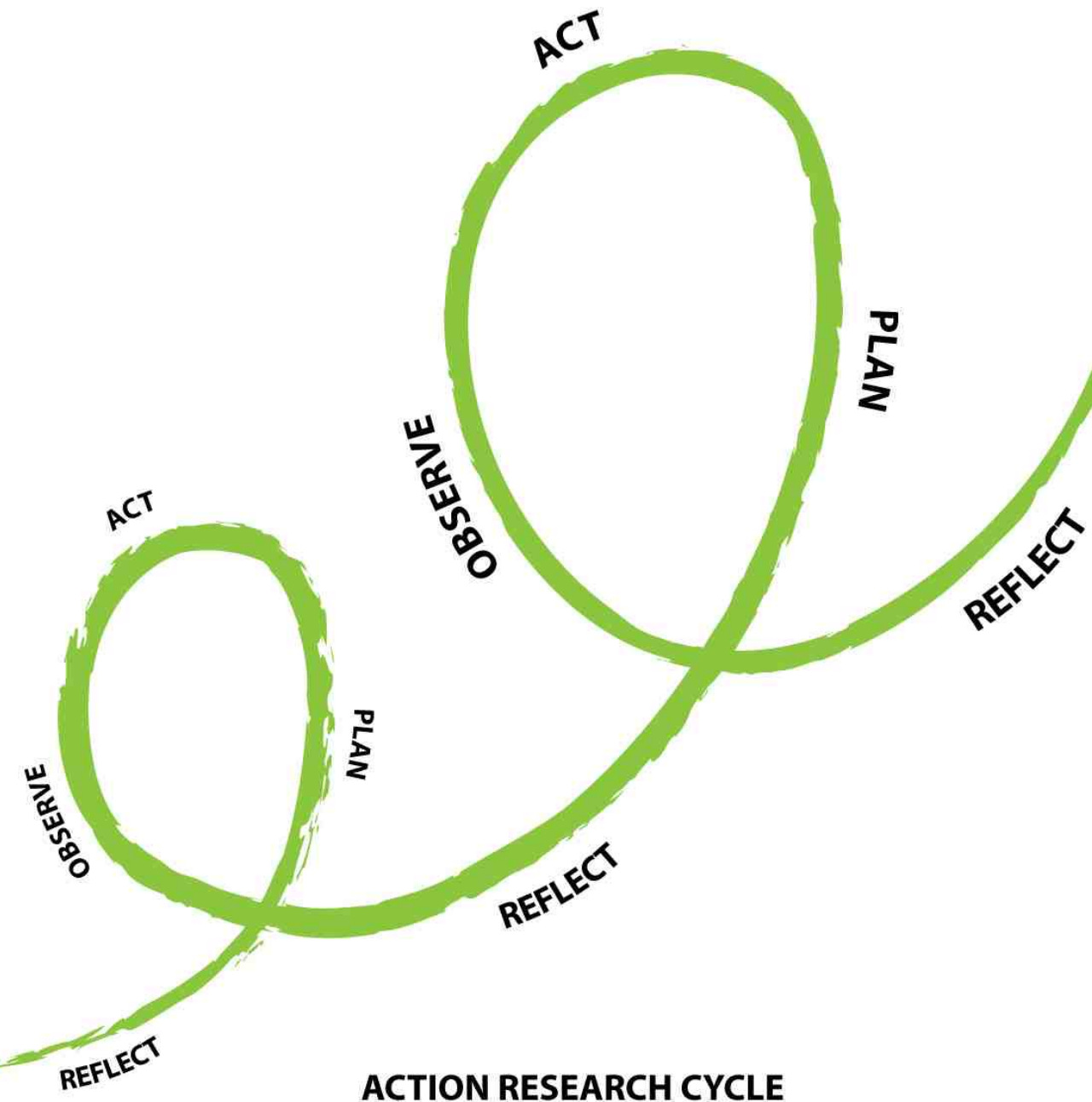
- 60% of women/minority owned suppliers
- 10% in kind donations to charities
- 10% Additional bursaries to underserved groups
- 60 Hours - Pro bono coaching graduate scheme

Environment

- 51 trees planted
- 8 hours circular economy training
- Office now runs on Octopus green energy

Customers

- Survey results:
- 100% of the Foundations Programme graduates rated the course impact as 'High'
- 100% of the Advanced Programme graduates rated the course impact as 'High'



7. WHAT NEXT? WHERE WE WANT TO IMPROVE

Ongoing learning and continual improvement are built into our approach.

We plan to work with our targets in the spirit of action research, framing them as experiments, an emergent learning process, where goals can be impacted by real world conditions and what we learn along the way and may change over time..

We've identified two specific areas for improvement over the coming year: carbon and collaboration.



CARBON

- We have just registered with the wonderful <https://www.compareyourfootprint.com> a fellow Bcorp.
- We plan to begin our journey to net-zero by assessing the carbon impact within the business retrospectively over last year 2022-23 and the coming year 2023-24.
- We will extend this to the entire footprint the following year 2024-25.
- We are aiming to have a clear idea of our baseline so we can set targets and compare results over time in time our Bcorp re-certification in 2025.
- We hope to reach net zero by 2030 if not before.



COLLABORATION

We know our success as a business rests on our relationships, we strongly believe collaboration is a key to success and have made SDG17 one of our priorities. With this in mind we aim to:

- Contribute to the improvement in the practice of business and management through our collaboration and engagement with our students, alumni and societal partners
- Many of our alumni, students and colleagues bring about positive change in their work, or in other projects. We plan to create case studies and share their stories, both internally and with wider communities to inspire, educate & broaden the scope of coaching
- Explore the potential of working with and supporting the IDGs
- We plan to be more involved in the B Corp community by contributing to groups, mentoring leaders of aspiring B Corps and offer 25% discounts to existing B Corps

THANKYOU!!!



Thanks for reading, we'd love your feedback
input and support on the next leg of our BCorp
journey

A handwritten signature in black ink, reading "Helen Zeeb". The signature is written in a cursive style and is positioned to the left of a vertical line.