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B Corp Impact Report 2023/4

“We need an inclusive, equitable and regenerative economic system for all people and the planet. Let's use business as a force for good.”

(B Corp UK)

Let's talk progress and impact...

On April 10th 2023 we were first awarded B Corp status at MRA with a score of 87, surpassing the 80 points required. Since then we have worked tirelessly to continue on our journey of making our business a force for good in the world. This, our first Impact Report, brings to life the work we have been doing to prepare ourselves for re-accreditation in 2025.

1. Governance (score 16.9)

“The Governance Impact Area evaluates your company's overall mission, ethics, accountability, and transparency through topics such as integration of social and environmental goals in employees' performance evaluation, impact reporting and transparency, stakeholder engagement, and more”

At MRA this means...running our business with ethics and transparency at the centre of our decision making, always

Our progress so far this year includes...

- **Delivering our first B Corp Impact Report and sharing this publicly**
- **Informing our stakeholders, customers, and people, of the importance of our B Corp accreditation and what it means for them through our website**

2. People (score 24.7)

“Workers evaluates a company’s contributions to its employees’ financial security, health & safety, wellness, career development, and engagement & satisfaction. In addition, this section recognises business models designed to benefit workers, such as companies that are at least 40% owned by non-executive employees and those that have workforce development programs to support individuals with barriers to employment”

At MRA this means...doing the right thing by and for our people every day; treating them with a human-centric approach

Our progress so far includes...

- **Continuing Professional Development funded at 50% for all employees. We have undertaken development in team coaching, somatic coaching, thought leadership, supervision training, and reaccredited as Mental Health First Aiders**
- **Regular 1:1’s and feedback loop in place, alongside employee only and whole team events every quarter**
- **Clarity of accountability with support in place to achieve employee potential**
- **Monthly check-in on employee health and wellbeing**

3. Community (score 24.3)

“Community evaluates a company’s engagement with and impact on the communities in which it operates, hires from, and sources from. Topics include diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management. In addition, this section recognises business models that are designed to address specific community-oriented problems, such as poverty alleviation through fair trade sourcing or distribution via microenterprises, producer cooperative models, locally focused economic development, and formal charitable giving commitments”

At MRA this means... championing our profession, our local community, our national community, and the communities of those we touch through our work

Our progress so far this year includes...

- **Delivered our second cohort (12 delegates) and initiated our third cohort (12 delegates) of the DEI Coaching with Confidence Level 5 Professional Qualification, fully funded by ourselves with support from EMCC Global. The total number of delegates now stands at 32, with an investment of £192,000. The programme is set to challenge the industry norm of predominantly white, middle class, 40+, female Executive Coaches, and to diversify the profession**
- **In addition to the qualification every delegate also receives 2 hours of professional coaching to experience first-hand the impact they can and will have on their clients and communities within which they will go on to coach**



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"I have delivered over 100 hours of coaching since I qualified as coach through the MRA programme with the majority of it being to those from diverse backgrounds who also did not believe they would ever be able to receive coaching in the workplace. One of my coaches who was a refugee and working for a charity received a promotion whilst being coached and they attributed this to having their confidence "unlocked". To gain the EMCC qualification and to become a professional coach would never have been something that I thought would be part of my career without being presented with this opportunity"

- Coaching with Confidence graduate coach

- **Launched the annual MRA Social Impact Fund – a £10,000 award, together with 4 days of coaching time for a UK-based project, individual, group or charity to support their development and create significant social impact in communities through the power of coaching. This year we have given £10,000 to Emmaus Glasgow, and in addition we have given £1500 to Scotland Against Modern Slavery**

"Well... what a day! Nothing could have brought me as much joy as this has! A priceless moment for me. Genuinely, hand on heart, so so thankful and grateful to have been able to have this opportunity firstly, but to have been chosen is another level of happiness. I am so excited to see what will come of this now for Emmaus and the many people you will continue to support. You are all inspiring at MRA, all ensuring that you are making a positive difference in people's lives in the work you do. I feel it from each one of you. Thanks always to each of you from the bottom of my heart" - charity nominee

- **Supported a national conservation and environmental charity (National Trust) with their young leader's development programme in the Midlands**
- **Used our individual volunteer days for employees by offering Executive Coaching to charities such as Imara (who support adults and children who have been impacted by domestic and sexual abuse) and by volunteering for organisations such as Action for Happiness (supporting mental health in communities)**
- **B Corp mentors - offering our time for free to mentor other B Corps**
- **Delivered a complimentary 'Coaching leadership training programme' to the B Corp community**

4. Environment (score 8.6)

“Environment evaluates a company’s overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity. This includes the direct impact of a company’s operations and, when applicable its supply chain and distribution channels. This section also recognises companies with environmentally innovative production processes and those that sell products or services that have a positive environmental impact. Some examples might include products and services that create renewable energy, reduce consumption or waste, conserve land or wildlife, provide less toxic alternatives to the market, or educate people about environmental problems”

At MRA this means...consciously making choices that wherever possible have a positive environmental impact

Our progress so far this year includes...

- **Supply chain print and production only on FSC wood stocks with carbon capture, and recyclable laminates**
- **Deliveries in the UK and globally through DPD – a carbon neutral supplier**
- **All corporate gifts are purchased through B Corps e.g. Love Cocoa and Tony’s Chocolonely**
- **MRA team meetings held in B Corp venues in London e.g. Uncommon**

5. Customers (score 12.3)

“Customers evaluates a company’s stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels. In addition, this section recognizes products or services that are designed to address a particular social problem for or through its customers, such as health or educational products, arts & media products, serving underserved customers/clients, and services that improve the social impact of other businesses or organisations”

At MRA this means...doing the right thing by our customers consistently

Our progress so far this year includes...

- **Offering neurodiversity screening assessments for clients, and adapting our coaching to meet their needs**
- **Adapting our client communication to reflect neurodiversity requirements**
- **Conducting Client Care Reviews to gather direct feedback from our customers**



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Over the next 12 months we will continue to challenge ourselves at MRA, striving to be the best version of ourselves in line with the B Corp standards and mission.

We are, and will always be, an organisation that uses business as a force for good....this will never stop.

Thank you for reading, Matthew Radley.