



STOIX 2025

IMPACT REPORT

STOIX



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WHO WE ARE & WHAT WE STAND FOR

STOIX is a purpose-driven executive search and interim management firm specialising in board-level, financial leadership, and transformation roles. As a certified B Corp, we are committed to using business as a force for good, placing long-term partnerships, integrity, and impact at the heart of everything that we do.

We work with both high-growth and established organisations across EMEA, the US, and Asia, offering a blend of deep functional expertise, global networks, and a highly personalised approach. Our team combines thoughtful human judgement with trusted relationships, data insight, and modern technology to ensure a rigorous and efficient process.

Our scale and independence allow us to be agile, collaborative, and free from the constraints of internal conflicts; ensuring our clients and candidates always come first.



NEIL FRENCH
CO-FOUNDER & DIRECTOR

RORY MCDERMOTT
CO-FOUNDER & DIRECTOR

LETTER FROM *THE FOUNDERS*



People continue to be at the heart of what we do, both as our core business and in operating our own business. When we set up STOIX in 2021 we were convinced that there was a **different, better way** of delivering executive search. Our ethos was then, and remains, **to create a positive change through people**. By challenging outdated methods, we believe that we are providing a better, more flexible service than that of traditional search firms.

We have maintained those core beliefs whilst also growing the business so that after three years we now have a team of ten and a continued 100% track record of delivering retained searches. We are also proud that we truly have been creating

positive change. This is in terms of influencing our clients' hiring strategies and choices by presenting candidates they might not have otherwise considered, and in helping great candidates **grow and develop their careers**, some of whom we have known for years.

The most recent Women in Finance Charter suggests that 34% of senior finance roles are occupied by women - **we have been delivering placements above that average** (38% in 2022-23 and 39% for 2023-24). We have also delivered diverse placements in 48.6% of our appointments in 2022-2023, 66% in 2023-2024 and 61% in 2024-2025.

“BOTH OF US HAVE YOUNG FAMILIES AND WANT THEM TO GROW UP IN A BETTER WORLD.”

Our involvement continues after finding the right person for the role; we also support our placed candidates with coaching once they start their new roles and help them transform their careers. Our recent Non-Executive Director workshop and White Paper is another example of this.

We were incredibly proud to achieve B Corp certification two years ago—but we know our journey is far from over. There is still much more to do. The past 12 months have continued to be challenging for

many, with the cost-of-living crisis here in the UK and growing conflict across the globe. In the face of these realities, being a B Corp matters more than ever. It helps keep us focused on the impact that we want to make and the legacy that we hope to leave. We have just one planet, and it's our responsibility to tread lightly and act with care. Like so many, we want our young families to grow up in a world that is fairer, more sustainable, and more hopeful.

We're proud to stand alongside the global B Corp community and look forward to deepening our collaboration with like-minded businesses committed to using business as a force for good.

The new B Corp standards make certification even more vigorous, and we welcome this. Over the next 18 months we will be developing a better understanding of the new pillars to identify and focus on where we need to do the most work, before re-certifying in 2027.

This second impact statement is an opportunity to celebrate the progress that we've made. At the same time, we acknowledge that not all of our goals were fully achieved over the past 12 months, nor did we always progress as hoped. Looking ahead, this offers a valuable opportunity to reflect on where we can grow and what we aim to further improve and develop in the year to come.



OUR JOURNEY *AS A B-CORP*

Since becoming a certified B Corp in August 2023, STOIX has been deeply committed to not only maintaining our certification but **truly living the values it represents every day**. Being part of the global B Corp community is more than a badge, it is a continuous journey of growth, accountability, and impact.

Our certification marked a significant milestone, but it also set a clear expectation: to **constantly assess and improve** our environmental, social, and governance practices. Maintaining B Corp status requires ongoing transparency, rigorous self-reflection, and a willingness to tackle challenges head-on.

Over the past year, we have embedded the B Corp framework into our culture and operations, encouraging our team to hold us accountable and contribute ideas to **drive positive change**. We actively monitor our progress, seek out opportunities to deepen our impact, and refine policies that promote sustainability, diversity, equity, and inclusion.

We recognise that this journey is ongoing and evolving. As we look ahead, we are excited to advance our commitments, collaborate with fellow B Corps, and continue proving that **it is possible to run a successful business that prioritises people and planet alongside profit**.

B CORP *VERIFIED SCORE*

COMMUNITY 23.8

| | |
|----------------------------------|-----|
| Diversity, Equity, and Inclusion | 5.8 |
| Economic Impact | 9.6 |
| Civil Engagement and Giving | 2.7 |
| Supply Chain Management | 5.6 |

WORKERS 31.3

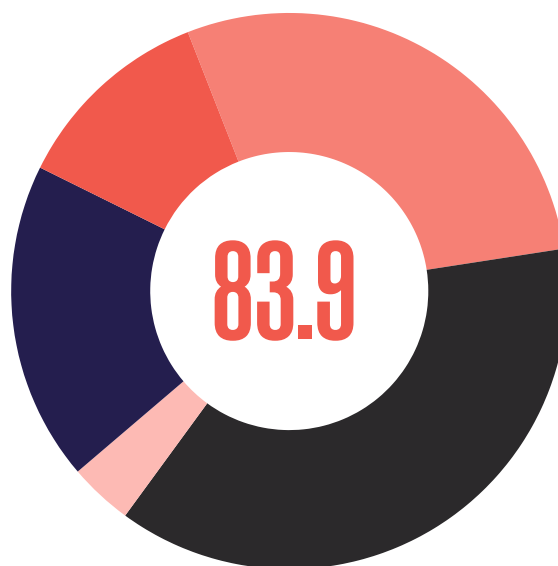
| | |
|------------------------------|-----|
| Financial Security | 8.8 |
| Health, Wellness, and Safety | 4 |
| Career Development | 5.6 |
| Engagement and Satisfaction | 7.9 |

GOVERNANCE 15.5

| | |
|-------------------------|-----|
| Mission and Engagement | 1.3 |
| Ethics and Transparency | 4.2 |
| Mission Locked | 10 |

ENVIRONMENT 9.8

| | |
|--------------------------|-----|
| Environmental Management | 3.2 |
| Air and Climate | 2.3 |
| Water | 0 |
| Land and Life | 3.5 |



CUSTOMERS 3.1

| | |
|----------------------|-----|
| Customer Stewardship | 3.1 |
|----------------------|-----|

OUR GOAL

We were aiming for a score of 95 when we were due to recertify in 2026. Given that the new B Corp Standards were published shortly before we began preparing our second Impact Statement we haven't yet had the time or the resources to fully explore and measure our progress against them. The new pillars move away from the old points based system so we will need to re-assess STOIX against the new standards differently.

As one of our goals for 2025-2026 we're committing to a self-assessment using the B Corp reassessment portal to benchmark our progress, identify key areas upon which we need to focus our efforts and guide us before recertifying in 2027.

AT A GLANCE

OUR IMPACT IN NUMBERS



podcasts released



of employees joined
our charity hike

StMungo's

£1,500

raised for St Mungo's



free Executive Search
workshops hosted



members on our new
Advisory Board



raised and donated to
various charities from our
free NED event



LOOKING BACK *HIGHLIGHTS FROM THE PAST 12 MONTHS*

In the pages that follow, we reflect on our achievements over the past 12 months across the B Corp Impact Areas: **Workers, Governance, Community, Customers, and Environment.**

We also outline our goals and commitments for the coming year, aligning with the new pillars, as we continue our journey of improvement and prepare for our recertification.

LOOKING BACK

WORKERS & CULTURE

Successes

To enhance financial security, we added employee life cover, providing peace of mind for our team and their families.

Recognising the importance of holistic health, we introduced WHOOP which has been enthusiastically embraced by employees eager to optimise their wellbeing.

We signed up to BHN Extras Cyclescheme at an employee's request, which enables them to buy a bicycle and associated kit and spread the cost over the course of a year via salary sacrifice. This is part of the government backed Cycle to Work scheme, which promotes employee wellbeing and also benefits the environment.

We have further improved our employee review process by adding peer and subordinate input and also a 360-degree feedback.

In response to employee feedback and evolving work-life needs, we implemented a flexible holiday policy allowing team members to buy or sell up to five days of annual leave per year.

Additionally, all employees now have the option to work remotely from anywhere in the world for up to two weeks annually, supporting flexibility and work-life balance.

We also introduced employee psychometric assessments using Hogan, in order to improve team efficiency and morale and to assess cognitive diversity within STOIX. This provides an overview of how diverse we are, what that means (both good and bad) and what we do to make it work. More details about this are given further in the report.

✕ Failures and alternative action

We committed to adding a local charitable or environmental activity chosen by our employees to our quarterly team days. We have had mixed success. We had hoped to support an existing soup kitchen, or otherwise contribute by making and/or giving food in December 2024. This proved harder than anticipated as the team needed to undergo training, so we instead made a charitable donation to Trussell, an anti-poverty charity and community of food banks. www.trussell.org.uk

PADEL TIBIDABO



LOOKING BACK GOVERNANCE

Last 12 months

After initially postponing this due to limited resources, we're proud to have now established an Advisory Board comprising three experienced members. The Board meets with our directors monthly, offering external perspective, strategic challenge, and critical insight. It plays a valuable role in both supporting our business development goals and strengthening internal cohesion, motivation, and accountability.

LOOKING BACK COMMUNITY

Diversity and Inclusion Last 12 months

Whilst gender diversity among new hires declined slightly this year, over **60% of all hires** from July 2024 to July 2025 **came from underrepresented groups**, including women and ethnic minorities.

We continue to refine our hiring and inclusion practices to improve representation across all levels, with a focus on **long-term, sustainable progress**.



LOOKING BACK

COMMUNITY DIVERSITY METRICS

Inception - June 2022

20 Total placements



of which female
(5 from ethnic minority)



of which ethnic
minority male

50%

Diverse
placements total

25%

Female
placements total

June 2022 - June 2023

37 Total placements



of which female
(5 from ethnic minority)



of which ethnic
minority male

48.6%

Diverse
placements total

37.8%

Female
placements total

July 2023 - July 2024

41 Total placements



of which female
(5 from ethnic minority)



of which ethnic
minority male

65.9%

Diverse
placements total

39%

Female
placements total

July 2024 - July 2025

41 Total placements



of which female
(5 from ethnic minority)



of which ethnic
minority male

61%

Diverse
placements total

29.3%

Female
placements total

LOOKING BACK COMMUNITY

Other forms of Participation

Last 12 months

Due to demand we ran not one but two **Executive Search Back to Work Workshops** led by Neil French, one at The Hub in St Albans on 22 November 2024 and one on 21 March 2025 in London. Both were free events providing tips on executive job seeking and the market in 2024/5, executive personal branding and how and with whom to network. We had fantastic feedback for both.

Following market research, we opted not to repeat the Mastermind and Networking Event. Instead, we delivered a **CFO-to-Non-Executive Director Workshop** on 15 May 2025 in London, reflecting greater demand for this topic. The session was well attended and featured a variety of external speakers. Attendance was free, and STOIX in lieu of a fee made donations to charities chosen by the presenters: RSPB, The Dog's Trust, FSHD UK Charity, and Whitechapel Mission .

At **Retrained Search's** request on 21 May 2025 Rory and Neil gave a presentation sharing knowledge with other search firms, based upon our growth and lessons learned from March 2021 to date. This was primarily focussed upon the importance of a good operational basis, both to function and to grow. The founders candidly shared their successes and failures, so that other recruiters could learn from STOIX's experiences. We also prepared a detailed presentation deck which was shared with the 20 or so participants and we charged no fee for our participation in this event.





We continued to grow our **podcast series**, publishing them in autumn and winter 2024 and in spring and summer 2025 for the finance community. As of June 2025, 16 podcasts had been released with 3 more recorded. As a result STOIX is close to being in the top 1% of podcasters in the world when we hit 20! Our podcasts are a free resource for anyone interested and are released on our You Tube and social media platforms. They are designed to help educate, interest and inform clients and candidates.

Our **Snowdon charity climb** fundraiser, led by our own Anita Balcer-Whittle took place on 4 July 2025, with 7 of our 10 employees (70%) participating. This initiative was designed to raise awareness of and funds for St Mungo's, a charity that provides shelter, support, and creative opportunities for people who are homeless or at risk of homelessness; a group that sadly continues to grow. St Mungo's was selected by our team through an employee vote, and we're proud to have raised £1,500 against our target of £2,000.

In line with our commitment to reducing emissions where possible, our co-founder Rory, who is based in Barcelona, completed his own local walk in solidarity. This allowed him to take part in the spirit of the fundraiser while avoiding the carbon impact of international travel.



LOOKING BACK CUSTOMERS

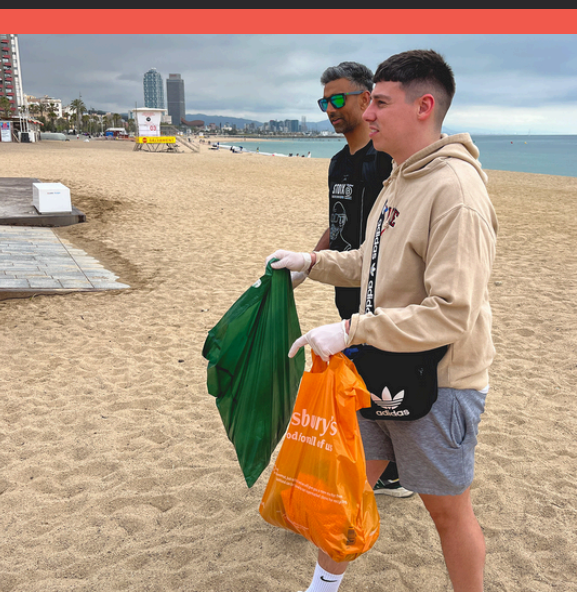
Last 12 months

Over the past year, we've taken active steps to strengthen how we listen to and support our customers. We introduced both post-completion feedback sessions and optional questionnaires to gather insights on the quality of our service, communication, and outcomes. Whilst uptake has been encouraging, we recognise that there's room to improve consistency and response rates, something we plan to address in the coming year through more streamlined, automated follow-ups.

Following our Executive's Path to NED event, which brought together a wide range of aspiring non-executive directors, we created a dedicated communication forum. This space allows attendees to stay connected, share insights, and build meaningful peer relationships – a reflection of our belief that recruitment is as much about networks and community as it is about roles.

We've continued to facilitate pro bono introductions between clients, candidates, and mentors. A recent example includes supporting a client's successful CFO appointment through a values-led introduction (anonymised here for confidentiality), showcasing our ongoing commitment to adding value beyond the brief.

Following the successful rollout of Hogan psychometric assessments internally, a process that helped us enhance team efficiency, morale, and cognitive diversity, we are now exploring how to offer this as a value-add service to clients. We believe this will further strengthen hiring outcomes and team cohesion for the businesses with whom we partner.



LOOKING BACK ENVIRONMENT

Last 12 months

In June 2025, we held a productive alignment meeting with our landlord and fellow B Corp, Work.Life. As tenants in a shared office environment, one of our ongoing challenges is the limited visibility we have over environmental metrics like energy and water usage. This conversation marked a constructive step toward collaboration, as we work together to explore more transparent data-sharing and joint sustainability initiatives within the building's wider community.

As part of our April 2025 team offsite in Barcelona, we organised a coastal clean-up on the 24th and 25th, combining our quarterly team day with positive environmental impact. This hands-on activity not only reinforced our commitment to community action but also provided a way for our remote team to reconnect and contribute to local sustainability efforts.



LOOKING AHEAD

OUR COMMITMENTS FOR THE NEXT 12–18 MONTHS

This year's Impact Report marks a shift for STOIX.

As we reflect on the past 12 months, we've used the original five B Corp pillars: Governance, Workers, Community, Environment, and Customers, to guide our review. These foundations have shaped our impact journey to date and remain a valuable benchmark for how far we've come.

Looking ahead, we're aligning with B Lab's evolving standards, adopting the seven new pillars: Government Affairs & Collective Action, Justice, Equity, Diversity & Inclusion, Fair Work, Human Rights, Environmental Stewardship & Circularity, Climate Action, and Purpose & Stakeholder Governance.

These areas represent a deeper, more ambitious vision of what responsible business should look like today and tomorrow.

To support our transition and prepare for recertification, we're committing to a self-assessment using the B Corp reassessment portal. Whilst the formal points-based framework is being phased out, the portal will serve as a valuable internal tool to benchmark our progress, identify areas for improvement, and guide our roadmap over the next 18 months.

GOVERNMENT AFFAIRS & COLLECTIVE ACTION

Conduct a self-assessment using the B Corp portal Q1/Q2 2026 to benchmark progress ahead of 2027 recertification.

Engage with the wider B Corp community by participating in regular alignment meetings with our B Corp-certified landlord.

Contribute to workshops and knowledge-sharing initiatives hosted in our shared B Corp building, strengthening our collective voice and commitment to responsible business.



JUSTICE, EQUITY, DIVERSITY *& INCLUSION*

Mark key diversity and inclusion awareness dates throughout the year to foster a more inclusive culture.

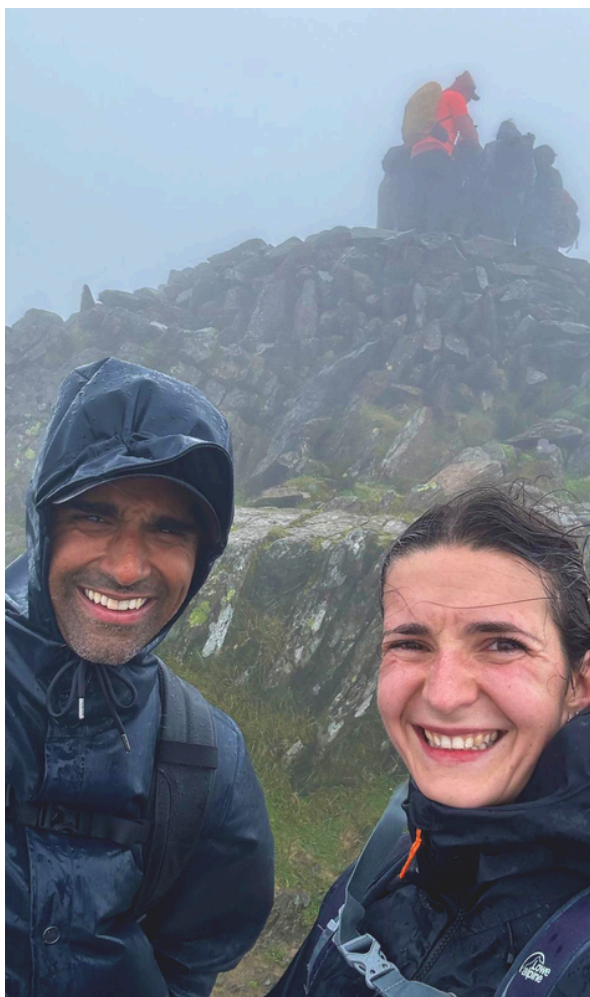
Introduce unconscious bias training as part of onboarding, delivered by a team member currently training to become a certified facilitator.

Conduct an annual anonymous demographic survey to better understand and reflect our team's evolving diversity.

Launch a confidential reporting process for discrimination concerns, promoting trust and psychological safety across the business.

Continue sharing insights through Rebecca's annual Diversity Report, with team metrics reviewed and refreshed each year by Anita.





FAIR *WORK*

Introduce bank holiday flexibility to support inclusivity.

Subject to employee interest, explore introducing a Give-As-You-Earn charity contribution scheme.

Review and enhance our parental policies, which will go beyond statutory requirements, and introduce a return-to-work support framework.

Pilot a Right to Disconnect policy to encourage healthy work-life boundaries.

Run a bi-annual eNPS survey to capture regular employee feedback.

Roll out an individual L&D programme and tailored employee development plans.

Offer employees the opportunity to take one day per year for pro bono work or volunteering in a charitable or environmental cause close to their heart.



HUMAN *RIGHTS*

Design and implement a supplier ethics review framework to evaluate third-party practices against our social and environmental standards.

Conduct a comprehensive internal data protection audit, including reviews of antivirus protocols, access controls, two-factor authentication, and file security measures to maintain and improve data security and confidentiality.

Draft and adopt a robust Human Rights & Modern Slavery Policy, formalising our ethical stance and strengthening accountability across our operations and supply chain.





ENVIRONMENTAL STEWARDSHIP & CIRCULARITY

Extend the lifecycle of office equipment by reusing and redistributing assets wherever possible to minimise waste.

Develop an internal tracker for all office equipment to monitor usage, reuse, and end-of-life disposal, ensuring all items are responsibly recycled or donated when no longer needed.

Partner with our office provider to begin tracking waste data, helping us identify reduction opportunities and better understand our environmental footprint.

Further work towards achieving net zero by 2030, with practical steps such as selecting energy-efficient laptops and minimising carbon-intensive purchases.

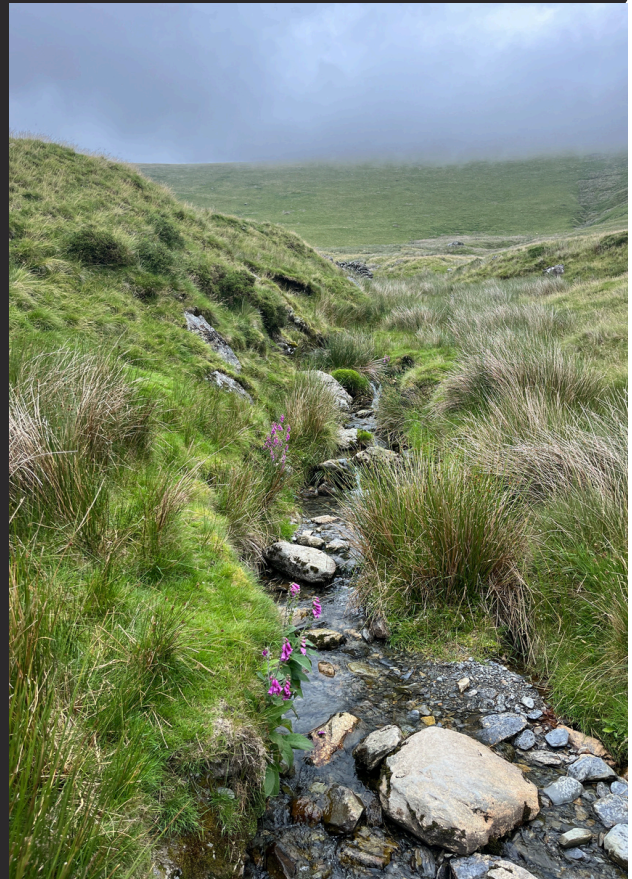
Continue promoting greener commuting through our Cycle to Work scheme and ongoing encouragement of sustainable travel choices.

CLIMATE *ACTION*

Launch carbon literacy training for the team, delivered by an internal team member who will be upskilling to become a certified trainer; strengthening our in-house expertise and embedding sustainability into our culture.

Strengthen our Sustainable Travel Policy to further minimise emissions from business travel, with clearer guidance, preferred transport options, and emissions tracking.

Develop a comprehensive Climate Action Plan with defined priorities, measurable targets, and timelines; guiding our collective effort toward net zero and long-term climate resilience.



PURPOSE & *STAKEHOLDER GOVERNANCE*

Embed our Impact Review into quarterly company days, ensuring progress is not only measured but actively discussed, with clear next steps and shared ownership across the team.

Develop and implement a Stakeholder Engagement Policy to formalise how we gather input from employees, key clients, and key suppliers, ensuring their perspectives shape our strategy and decision-making in a meaningful, ongoing way.



STOIX RESEARCH

INTERNAL COGNITIVE DIVERSITY

At STOIX, we're passionate about creating an inclusive workplace that promotes and values diversity. Companies that are diverse in age, gender identity, race, sexual orientation, physical or mental ability, ethnicity, and perspective are proven to be better companies. More importantly, creating an environment where everyone, from any background, can do their best work is the right thing to do.

Rather than rely on instinct and hope that we are building a cognitively diverse company, and as part of our commitment to B Corp principles, we take positive steps to measure and manage this, using Hogan personality profiling as part of our hiring process and ongoing people development toolkit. Doing so enables us to create a working environment where all employees can feel supported and have a voice.

Our full report ([available here](#)) on the cognitive diversity of STOIX was prepared by analysing data from individual Hogan profiles of STOIX employees, gathered in Q2 2025. The following pages share a high level overview of our findings. Please refer to the full report for additional detail

AT A GLANCE

SUMMARY OF FINDINGS

01 COGNITIVE STYLE AND PROBLEM-SOLVING

The team shows strong cognitive diversity in problem-solving style, blending theoretical, practical, and creative thinkers. This supports both innovation and operational execution.

02 AMBITION, DRIVE, AND WORKING TEMPO

Wide variation in motivational drivers supports a mix of entrepreneurial energy and steady operational focus. There is a potential for tension to arise if differing definitions of “success” are not explicitly aligned.

03 INTERPERSONAL STYLE AND TEAM INTERACTION

The team benefits from a rich mix of interpersonal styles, enabling adaptability to both collaborative and independent work.

04 EMOTIONAL REGULATION AND RISK UNDER PRESSURE

The team displays broad emotional diversity, with a mix of stabilisers and challengers. This fosters resilience, but with a need to proactively manage emotional volatility, especially during high-pressure periods.

05 VALUES AND CULTURAL ORIENTATION

The team shows strong diversity in personal values which may drive creative tension and complementary perspectives, but can also lead to misalignment if expectations around culture, incentives, or mission are unclear.

CONCLUSIONS

The STOIX team exhibits strong cognitive diversity across learning styles, interpersonal behaviour, stress responses, and values. This multidimensional variation is a critical asset for:

- Complex problem-solving
- Innovation
- Robust decision-making
- Resilience under pressure



Clarify Goals & Metrics

Clarify shared goals and success metrics across varied motivational drivers.



Build Psychological Safety

Foster psychological safety so that introverted or cautious voices are heard.



Balance Team Composition

Balance team composition in key projects (e.g., pairing high Ambition with high Prudence).



Monitor Emotional & Value Tensions

Monitor interpersonal friction where emotional styles or values diverge.

Used strategically, the team's cognitive diversity positions it for both high performance and long-term adaptability

THANK *YOU*

Our second year as a B Corp has flown by. We are proud to be part of the B Corp community and to continue building upon what we have achieved so far.

Our thanks go to our clients, our candidates, and our external partners for inspiring our consultants, for sharing our growth mindset, and for making a difference with us. Thank you for your encouragement and support.

Most of all, thank you to our employees, who are sharing this journey with us and helping to drive positive change through people and impact. They challenge us, shape STOIX's future, and are at the heart of everything we do.

If you would like to learn more about STOIX, please do get in touch.

Reach out to us

contact@stoix.co.uk

STOIX Certified

Corporation

