

 ECONIC

Impact Report 2024

Letter from Our Managing Director

Impact Report 2024

Dear Friends, Clients, and Partners,

As we share our 2024 Impact Report, I'm filled with gratitude and a renewed sense of purpose. This year, our focus wasn't simply on growth for growth's sake but on deepening our impact—on our team, our clients, and the communities we serve. We've been intentional about shaping a business that evolves alongside us, one rooted in curiosity, care, and courage.

Our work this year reflects those commitments in meaningful ways. We supported teams navigating high-stakes change, designed leadership programs that inspire behavioral shifts, and partnered with organizations seeking to lead with empathy and clarity. Whether working with public sector leaders building trust in their communities or executives redefining leadership presence, we've seen again that human-centered communication and intentional development are catalysts for transformation.

Inside Econic, 2024 was also a year of reinforcing what makes us who we are. We invested in learning that energizes rather than obligates, trusted our team to explore new skills, and built systems of flexibility and support that became lifelines when life's challenges surfaced. These values—trust, empathy, and empowerment—remain the foundation of our culture and the reason our team members feel they can bring their whole selves to work.

Our impact extends beyond our client engagements. Through ongoing partnerships with organizations like Acton Academy Omaha, The Bay's Gap Year Program, and Climate Vault, we're investing in education, workforce development, and environmental sustainability. This year, we offset 27 metric tons of CO₂ emissions, donated over \$11,000 to causes aligned with the UN Sustainable Development Goals, and contributed more than 200 volunteer hours to initiatives that matter deeply to us.

As we look to 2025, we're guided by three truths that continue to shape our path: words are powerful, people are our priority, and progress is built through practice. We're not only building a business; we're shaping a way of working that is human at its core, designed for lasting change.

Thank you for walking alongside us on this journey. Your trust, partnership, and shared commitment to meaningful impact are what make this work possible. Together, we'll continue to create ripples of change—one conversation, one decision, one act of courage at a time.

With gratitude,



2024 at a Glance

Impact Report 2024



\$11,584 donated



200+ volunteer hours



27 mtCO2e from business travel neutralized



12 new clients



45% of vendors we partnered with were local



3 certificates & degrees earned for our team



100% of our team is happy with their vacation time



100% of our team brings their whole self to work

Icons were created by smashingstocks.

Our Vision

In October 2024, our team gathered for a retreat with one big question in mind: Where is Econic headed? As we reflected on our work, our clients, and what truly energizes us, we realized our future isn't about growing for the sake of growth. It's about deepening impact, honing our craft, and creating a business that continues to challenge, support, and inspire.

Our vision for what's ahead is one where Econic is *thriving* — with a business model that flexes and evolves alongside us, delivering high-impact work, and serving as a place where people and ideas flourish. We see a future where our work doesn't just help organizations solve problems but is shifting the hearts and minds of leaders and teams, creating lasting positive change.

At our core, we remain committed to human-centered work.



Our Approach

Through ongoing conversations and reflection, six themes emerged to guide us going forward. These themes aren't just a vision for the future—they are a lens through which we're evaluating decisions today. They are providing clarity, helping us focus on the *right work*, with the *right people*, in the *right way*.

● Inspiring Work

We do work that challenges us, excites us, and elevates our clients—ensuring that both the process and the results matter.

● Growth & Finances

A strong, values-driven business model that sustains our impact, with financial stability that allows us to invest in people, innovation, & purpose.

● Programs & Services

We've honed our offerings, ensuring that we deliver clear, differentiated, and high-impact solutions for organizations, teams, and leaders.

● Our Team Members

Econic remains a place where people feel seen, valued, and supported in their growth, with opportunities to shape both their work and their future.

● Client Impact

Our work with clients leads to meaningful change, helping organizations not just solve problems, but shift mindsets and build stronger cultures.

● Whole Person

A foundational value that informs how we work, lead, and support each other, ensuring that Econic is a human-centered organization in every sense.



Empowering Our Team

At Econic, we believe that building an impactful business starts with building a supportive, human-centered workplace **where every individual feels valued and encouraged to grow.**

Empowering our team isn't just something we talk about—it's embedded in how we work and care for one another. In 2024, that commitment showed up in ways both expected and unexpected, as we continued to evolve our culture to meet the needs of our people.

Even as priorities shifted and not every initiative came to life, our focus remained clear: to create an environment where individuals feel trusted, supported, and free to thrive—personally and professionally.

team

Encouraging Learning Through Trust and Curiosity

In 2024, we continued to invest in our team's learning through quarterly stipends, available to each person to use as they choose. Whether it was attending a leadership conference, completing a certification, or diving into language or design studies, we encouraged learning that felt energizing, not obligatory.

What sets our approach apart is trust. There's no business case required, no ROI report to justify the investment. Team members are empowered to explore what excites them—whether it directly supports their role today or their broader aspirations tomorrow.

This year, that freedom fueled a wide range of experiences: from an **MIT Design Thinking program** to **certifications in attention strategies and the Enneagram**, to **courses in accounting and language**, to **conferences and coaching**. Each learning journey, while unique, reflected a shared belief: that growing ourselves ultimately grows our impact.

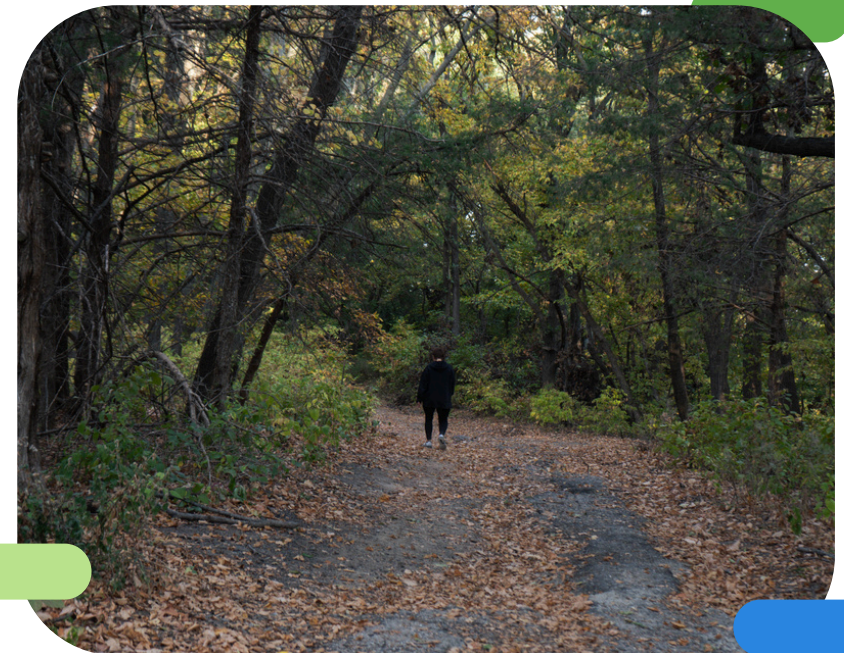


Supporting the Whole Person—Especially When It Matters Most

We often say we care about the whole person—and in 2024, that care became more than a principle; it became a lifeline. Several team members faced the challenges of caring for chronically ill children, aging parents, or other significant life stressors. In those moments, our flexible structures became more than perks. They became essential support systems.

Our Time Off Agreement offers unlimited time away—including for caregiving—while our flexible scheduling model allows team members to shape their work around life, not the other way around. These practices aren't just operational choices; they're expressions of our values. They reflect a culture that prioritizes empathy, autonomy, and the understanding that sometimes, stepping away is the most productive thing a person can do.

When life demands our attention elsewhere, we want our team to know: they don't have to choose between showing up for their work or showing up for their loved ones. We will support both.





Future Focus

Looking ahead to 2025, our focus on empowering our team will remain steady: built on trust, flexibility, and genuine care for each other's success. Empowerment isn't a one-time initiative—it's a continual, shared practice that guides how we show up every day. As we move forward, **we'll deepen our support for the whole person, create space for curiosity and rest, and keep building a culture where every team member can thrive—in work and in life.**

Encouraging Our Clients

Encouraging our clients means walking alongside them as they navigate change, pursue growth, and create lasting impact within their organizations.

In 2024, we continued to challenge ourselves to deliver high-quality work while staying authentic, curious, and collaborative.

This year was about pushing forward, learning together, and refining how we serve our clients in ways that are meaningful and sustainable.



clients

Designing programs to deepen impact

Our client partnerships this year were diverse in both size and scope. On one end of the spectrum, we collaborated with a large professional services organization to co-design a year-long leadership development program aimed at shifting how individuals see themselves and the value they create—ultimately deepening their leadership presence and professional impact.



At the other end, we tailored a workshop series for a smaller local government team focused on improving public communication. Though more focused in size, the work supported participants in building skills that could ripple across the communities they serve—making everyday conversations around infrastructure projects more clear, confident, and connected.

Regardless of the project's scale, our approach remained grounded in deep listening, thoughtful customization, and a shared commitment to learning that leads to change.

Empowering Confident, Human-Centered Communication Across Roles and Sectors



Whether working with engineers, analysts, public service professionals, or client relationship managers, we observed a shared desire: to feel more confident in how they communicate with others and to better navigate moments that matter.

Across our engagements in 2024, we helped individuals develop the awareness and skills to show up with clarity, empathy, and authenticity. In public sector settings, this meant empowering staff to engage more effectively with residents—explaining complex projects in ways that build trust. In private sector organizations, it meant enhancing consultative conversations that strengthen client relationships and create value for all stakeholders.

No matter the role or industry, this work reinforced a core belief: that confident, human-centered communication is not just a skill—it's a catalyst for connection, collaboration, and progress.

Creating Scalable Learning Programs with Lasting Behavioral Change

In 2024, we deepened our commitment to building the kind of growth that lasts well beyond the moment. Our clients were not only seeking training—they were seeking transformation. In response, we designed and delivered scalable learning programs rooted in behavior change science, experiential practice, and sustained support.

One enterprise engagement, for example, included a year-long cohort experience featuring interactive workshops, peer-led discussion groups, habit reinforcement through digital nudges, leadership coaching, and a train-the-trainer component to enable internal sustainability.

In shorter programs, we also emphasized practical application, reflection, and support—ensuring that new behaviors didn't stop at the workshop door, but became embedded in how people work every day.

By thoughtfully sequencing learning, tailoring content to context, and reinforcing behaviors over time, we helped our client partners turn insight into action—and action into impact.



Evolving Leaders 2-day Intensive Retreat

Last year, we launched the **Evolving Leaders Initiative (ELI)**—a new offering designed to create space for senior leaders to pause, connect, and grow together. Our first program, a two-day intensive retreat, brought leaders from different organizations and industries into a shared environment where they could step away from the daily demands of their roles.

Over the course of the retreat, participants engaged in facilitated conversations that surfaced both the common pressures and unique challenges faced at the senior level. The gathering not only strengthened individual capacity but also fostered a network of leaders committed to supporting one another beyond the event.



Future Focus

In 2025, we will continue encouraging our clients through further **defining our product portfolio** to help client organizations become more resilient, teams stay healthy, and leaders thrive. This refinement ensures we deliver value through services that meet evolving client needs while staying true to our strengths. Also, we will prioritize **investing in meaningful partnerships & ideas** to truly bring out the best in both ourselves and our clients through deepening relationships and thoughtful connections.



Expanding Our Reach

We continue to actively seek opportunities to support and serve our respective communities and our home base of Nebraska. Since 2020, **Econic has committed to donating 1.1% of our annual revenue to charitable organizations** and we encourage team members to volunteer and serve their communities through our Time Off Agreement and flexible work schedules.



impact

Continuing the Commitment and Focus of Our Giving Program

In 2023, we clarified the principles of our giving program by aligning it with the United Nations' Sustainable Development Goals (SDGs). The 17 UN SDGs were created in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity. Using team input, we identified four priority areas where we believe our contributions can have the most impact: **No Poverty, Decent Work & Economic Growth, Responsible Consumption & Production, and Climate Action.**

In 2024, we continued to focus on these goals—directing our donations to organizations that advance them and maintaining our commitment to give 1.1% of our profit to nonprofit partners. This intentional approach ensures our resources go toward work that reflects both our values and the passions of our team.



No Poverty

Decent Work &
Economic Growth

Responsible
Consumption &
Production

Climate Action



Cultivating Charitable Partnerships

Our giving is most meaningful when it builds long-term relationships. In 2024, we deepened our support for two Nebraska-based youth education programs: **Acton Academy Omaha** and **The Bay's Gap Year Program** in Lincoln.

For the sixth year, we served as presenting sponsor of the Acton Omaha Children's Business Fair, where young entrepreneurs present their ideas to the public. Over the years, our team members have volunteered as mentors, judges, and emcees, with our managing director returning to host the event again this year.

For the second year, we partnered with The Bay's Gap Year Program, which provides alternative education, workforce development, and job mobility for young adults after high school. Our support helps create opportunities for participants to gain skills, confidence, and direction for their next chapter.





CLIMATE VAULT

Our environmental partnerships also remained strong. Since 2022, we've worked with **Climate Vault**, an organization that removes significant CO₂ emissions by purchasing and vaulting government-regulated carbon allowances. In 2024, our contribution offset 27 tCO₂e, bringing our overall offset total to 117 tCO₂e, averting an estimated \$26,325 in climate damages (based on the social cost of carbon). This cost represents the economic costs (e.g. damage to livelihoods, property values, commodity costs, etc.) associated with the release of each additional ton of CO₂ emissions. This work represents a tangible step toward reducing the long-term economic and environmental harm caused by emissions.

Beyond these partnerships, our donations in 2024 also supported organizations aligned with our focus areas, including the **Food Bank for the Heartland**, the **Arbor Day Foundation**, and matching team contributions for **Giving Tuesday**.



Volunteering in Our Communities

Giving back means more than financial contributions—it means showing up. In 2024, our team volunteered more than **200 hours** in service to social and environmental nonprofits. These efforts spanned a variety of causes, from addressing food scarcity and promoting literacy, to coaching incarcerated individuals, supporting youth development, and participating in environmental clean-up initiatives.

These hours reflect more than service—they reflect our belief that positive change is built person by person, hour by hour, in the places we call home.





How Language Fuels AI and Our Future

In November, our managing director was selected to speak at the 2024 TEDx Omaha event to explore a topic at the intersection of technology and humanity: the power of language. His talk examined how the words we choose shape the world we live in—and, in the age of AI, how they can create ripple effects far beyond what we can see. By highlighting the ways AI reflects and amplifies our communication, he invited the audience to consider how conscious, intentional language can foster a more connected, human-centered future.

TEDx Omaha
x = independently organized TED event

Future Focus

To continue serving our communities and expanding our reach in 2025, we will **maintain our commitment to donate 1.1% of our profit to nonprofit organizations** and continue to **deepen relationships with those organizations** through volunteering and partnerships. We will also continue to **measure and offset relevant and unavoidable scope 3 carbon emissions** to continue neutralizing our carbon footprint.

Closing Thoughts

Our work and impact are never static—they grow, adapt, and take new shape with every client we serve, every partnership we nurture, and every challenge we face. At the heart of Econic is a commitment to helping both our clients and our team practice the behaviors that fuel growth. We are continually refining our approach to make that growth not only possible, but sustainable.

As we look ahead, we're reminded that we're not just building a business—we're shaping a way of working that is human at its core, guided by values, and designed to make a lasting impact.

In preparing for another year of learning and evolution, we carry forward three truths that continue to guide us:

Words are powerful—what we say shapes what we create.

People are our priority—when we invest in others, everything else thrives.

Practice leads to lessons—progress is born from trying, learning, and trying again.



