



Annual Impact Report Moringa Ltd.

June 2022 – May 2023



Overall score: 86.2

(Certified December 2022)

www.moringaleader.com



About Moringa

We work in partnership with purpose-driven organisations to help them adopt a person-centred approach to leadership and organisational development.

Established 3 years ago we work across civil society, education, health, international development and business, offering leadership and organisational development, training and coaching.

We exist to help leaders lead well so that their people, their teams and their organisations flourish.

Moringa's B Corp Certification

Social purpose is at the heart of what we do and becoming part of B Corp movement has always been a vital part of our story.

Our Directors have each pursued careers that have sought to make the world a better place. They have all led social purpose organisations within the charitable sector working with disadvantaged people and communities.

We have seen, first-hand, the transformational power of good leadership. We have witnessed the impact of poor leadership too. We believe that quality training and coaching, combined with other development opportunities can prove pivotal in helping leaders lead well.

Having incorporated in mid-2020 we achieved B Corp certification in December 2021 with an overall score of **86.2**.

We have been pleased to be able to provide our services to 3 other B Corps over the past year and hope to serve many more in the years ahead.

Moringa's Mission Statement

Moringa uses coaching and training to empower leaders to make a positive, lasting impact on the people they lead and the world they live in. At the heart of our approach is what it means to be a thriving human being.

We accompany leaders on their journey of reflection, discovery and development, in the process of becoming the best version of themselves.

We have a commitment to make a positive social and environmental impact by assisting leaders who are working in contexts of poverty alleviation and addressing major social issues like human trafficking.



In 2022-23

- We provided **154** coaching sessions for leaders
- We facilitated leadership development programmes for **15** companies/organisations
- We provided consultancy services for **2** companies/organisations.



IMPACT AREA

Governance

SCORE

14.8



Progress during the past year:

- We have added a new Director while preserving our women-led status
- We recruited a new Director who is not an owner of the company
- We now take social and environmental impact into account when making decisions regarding suppliers.

Plans for 2023-24

- We will establish a formal policy to make a specific percentage of purchases from suppliers with diverse ownership
- We will establish a regular process for gathering information from stakeholders about Moringa's work and impact
- We will adjust our mission statement to be more specific about our positive social impact.

Moringa Ltd

Company number: 12587151

Registered address: 71-75 Shelton Street, London WC2H 9JQ

www.moringaleader.com hello@moringaleader.com

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IMPACT AREA

Environment

SCORE

0.4

Our Context

Although our environmental footprint is very small, we want to be good stewards of the earth. We have no headquarters, and all our Directors and Associates work from home.

Nevertheless, we are keen to work on understanding how we can have a positive environmental impact and to implement practices that will ensure we become carbon neutral in the coming few years.

Plans for 2023–24

- Monitor and record our energy use
- Off-set our carbon footprint
- Set and measure KPI's in relation to our environmental impact.



A Moringa tree can grow almost anywhere. It is resistant to drought, deep rooted and can tolerate a wide variety of soils. It can flourish in even the harshest of conditions. Every part of the tree is useful with nutritional, cosmetic & medicinal properties.

At Moringa, our mission is to create leaders who mirror these characteristics; well-rooted, able to flourish in challenging and stressful environments and with the perspectives, habits and skills to develop healthy teams and healthy organisations.

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IMPACT AREA

Customers

SCORE

18.4

Progress during the past year:

- Average client satisfaction score (out of 5): **4.6**
- We use a consistent feedback mechanism for every client
- Average scores (out of 5): **Coaching: 4.9**
Training / facilitation: 4.5

Plans for 2023-24

- Regularly monitor customer outcomes from our services and become more sophisticated in our understanding of their feedback
- Ensure at least 20% of purchases are made from independent suppliers local to our home offices.

"Moringa ticked every box and more in terms of what we wanted to achieve here at Admiral. Not only is the content and delivery excellent and producing tangible changes in the way my team leads, but they are adaptable, willing to listen and keen to do all they can to ensure we get the best outcomes for our business.

Their approach is more that of a partner than a provider, which is why I am continuing to line up new cohorts of leaders, both here in the UK and in India, to benefit from all that Moringa offers. There is no one I would trust more with my leaders".

Ian Roberts,
Head of Service, Admiral.



"Brilliantly run course by Moringa, so many takeaways that will benefit myself and the company moving forward!"

Andy
Lily's Kitchen delegate, 2022

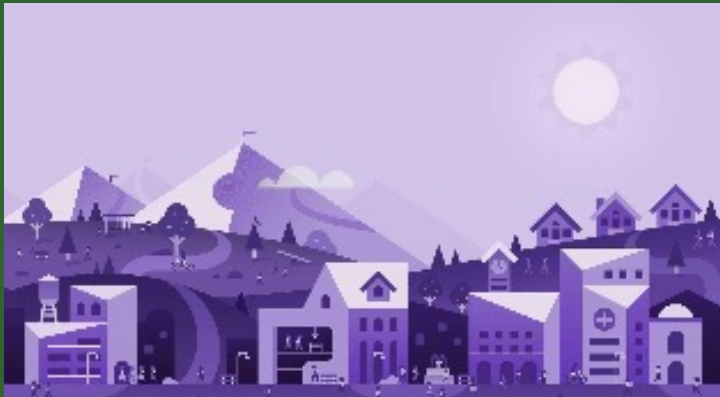
"Andy Matheson and Moringa have shown us a model for people centred leadership which reflects the values of our family and family company; in particular the way we want to lead and would like to see our colleagues lead too.

The beneficial impact of the time our Senior Leadership Team has spent working with Andy will ripple through our entire business for a long time."

Jeremy Field,
Managing Director, C.P.J. Field & Co. Ltd



C.P.J. Field.



IMPACT AREA

Community

SCORE

52.5

Progress during the past year:

- We provided 20 hours of pro bono time in coaching, training and advising leaders of charities
- We provided subsidised training for 46% of our clients
- We donated 20% of our profits to charitable causes
- We assisted schools and charities that are directly working with underserved populations
- 93% of our clients are purpose driven businesses or charities
- We have included customer feedback in product design.

Plans for 2023 – 24

- To increase per capita time given voluntarily or *pro bono* to over **2.5%**
- To use a third-party screen to ensure we only donate to charities which meet certain quality standards of governance and reporting.

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Relational Hub



Relational Hub's vision is to see every young person aged 11-17 in the UK having the opportunity to access professional, relationship-based youth services. It is one of Moringa's chosen charities, which enables RH staff to access our training at affordable cost.

"Working with Moringa had been a total joy. Their relational approach alongside their expertise in delivering outstanding leadership training has made a huge impact on the people and organisations within our network."

Andy Gill, CEO Relational Hub

Laidlaw Academy Trust



For the past 2 years we have trained and coached 30 leaders in Laidlaw's 7 academies – all of whom are based in under-served communities across the North East of England.

"Moringa provided an excellent package of leadership coaching and training for our Principals, Executive Leadership and Central Management team. It has been instrumental in aligning our organisational behaviour, providing focus and vision, and providing a platform to create a strong sense of unity and mutual respect amongst the team. [It] has empowered our leaders to implement strategies, solve problems and change policy."

Ian Simpson, CEO, Laidlaw Schools Trust

Shadval PVT Ltd

Moringa's branded training folders are manufactured by an award-winning social enterprise in India.

Shadval PVT Ltd provides employment for women who have escaped situations of human trafficking, domestic violence and poverty.

One of the Moringa Directors also serves on their Board.

