

IMPACT REPORT

2021





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Letter from Our Managing Director



As we look back upon this past year, I am reflecting on the impact of the unprecedented growth our team members and company experienced.

While Econic has always had a strong internal emphasis on cultural values and how they are individually manifested, **2021 marked a more pronounced shift. We pressed into a deeper exploration of what our values and actions mean for our client communities and the internal systems we are evolving.**

At the start of the year, we began a large client project that would be our most significant effort to date in reimagining the future of work. From this work and our internal conversations, a theme of regeneration emerged.

One question helped guide our exploration: How can we work internally and with clients in a way that honors regeneration? We looked to nature to give us examples of how plants and seasons have times of flourishing and times of replenishment—how the fruits and failed attempts are both composted back into the ground for use in the next cycle. These thoughts lead to new perspectives and internal experiments on approaching compensation, marketing, projects with clients, and more.

As we honed in on our intentions and practiced our values more fully, **we gave more time and money to the non-profit partners we support.** We exceeded our financial goal of charitable giving, and our pro-bono work was more significant than any previous year. Moreover, we learned to hold our expected outcomes a bit looser.

Furthermore, we translated our “unwritten rules” and other significant declarations into written agreements to **make it even more clear what we believe and how we intend to act.** Our internal agreements include a Whistleblower Policy and a formal Statement on Diversity, among others. The approach we took in proposing, modifying, and adopting company and team agreements became more inclusive and democratic as we introduced the concept of teaming agreements, facilitated through the use of Murmur.

This impact report is a snapshot of how Econic has evolved over this past year. As we celebrate our 2021 impact, may this remind all of us of **the potential we create when we choose intentionality, generosity, and a values-centered approach.** There is much work to still be done as we evolve our society to fully unleash our collective potential on the world’s biggest problems. I’m honored to share that mission with you.

“Regeneration is about more than just ‘net positive impact’ or ‘doing good.’ It is about evolving the capacity to manifest the unique and irreplaceable gift of every person, community, and place in service to the life-regenerating context in which we are all embedded.”

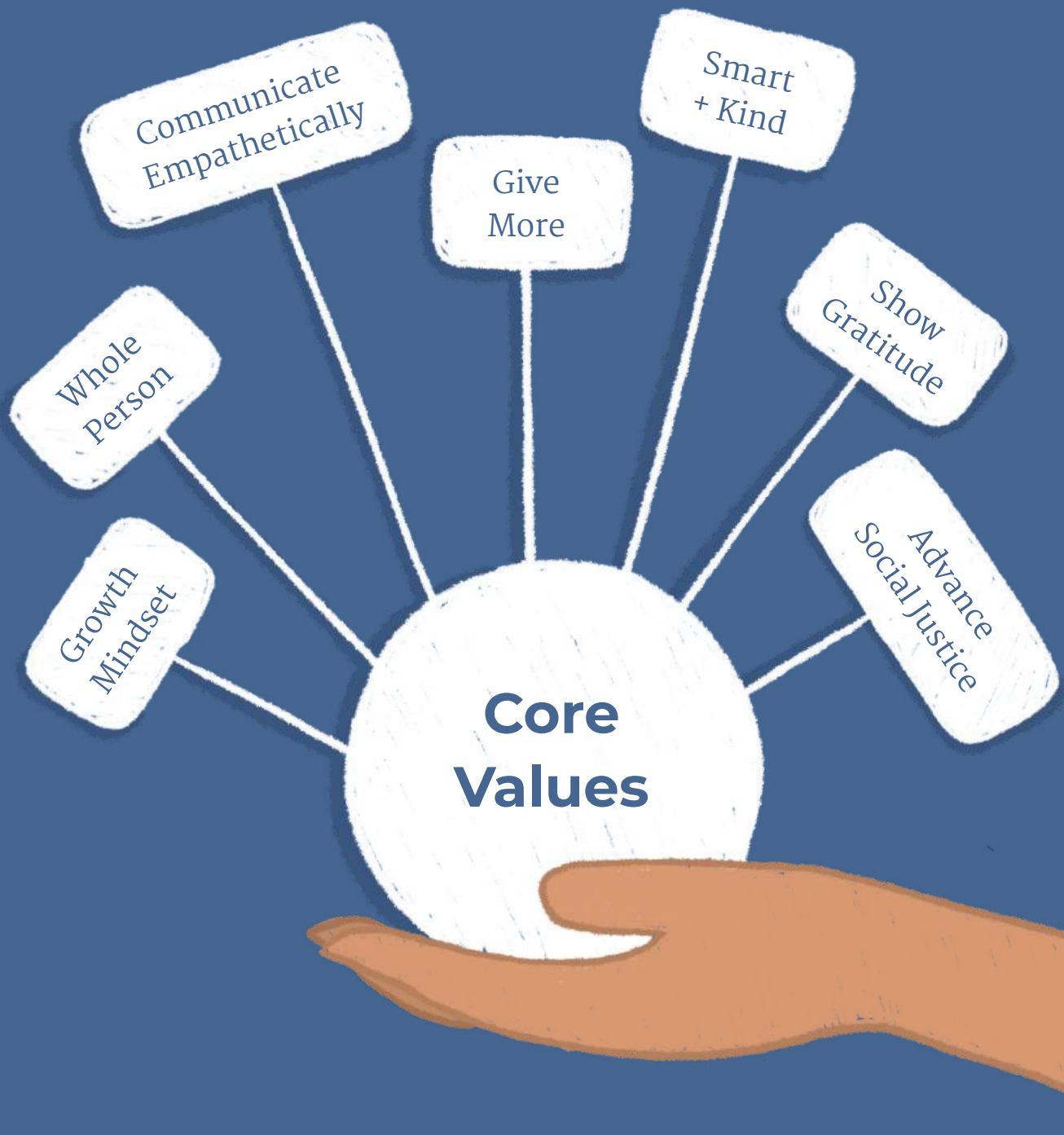
- Daniel Christian Wahl



About Econic

Econic is an **innovation, cultural transformation, and strategy consulting group** headquartered in Lincoln, Nebraska. Our mission is to help enterprises **discover their meaning of growth and cultivate the space to achieve it**. We are a purpose-driven and self-managed remote team of facilitators, experts, and coaches in multiple states, from Colorado to Georgia to Virginia. We prioritize **evolutionary purpose, relationships, and inclusivity in all areas of our work**.



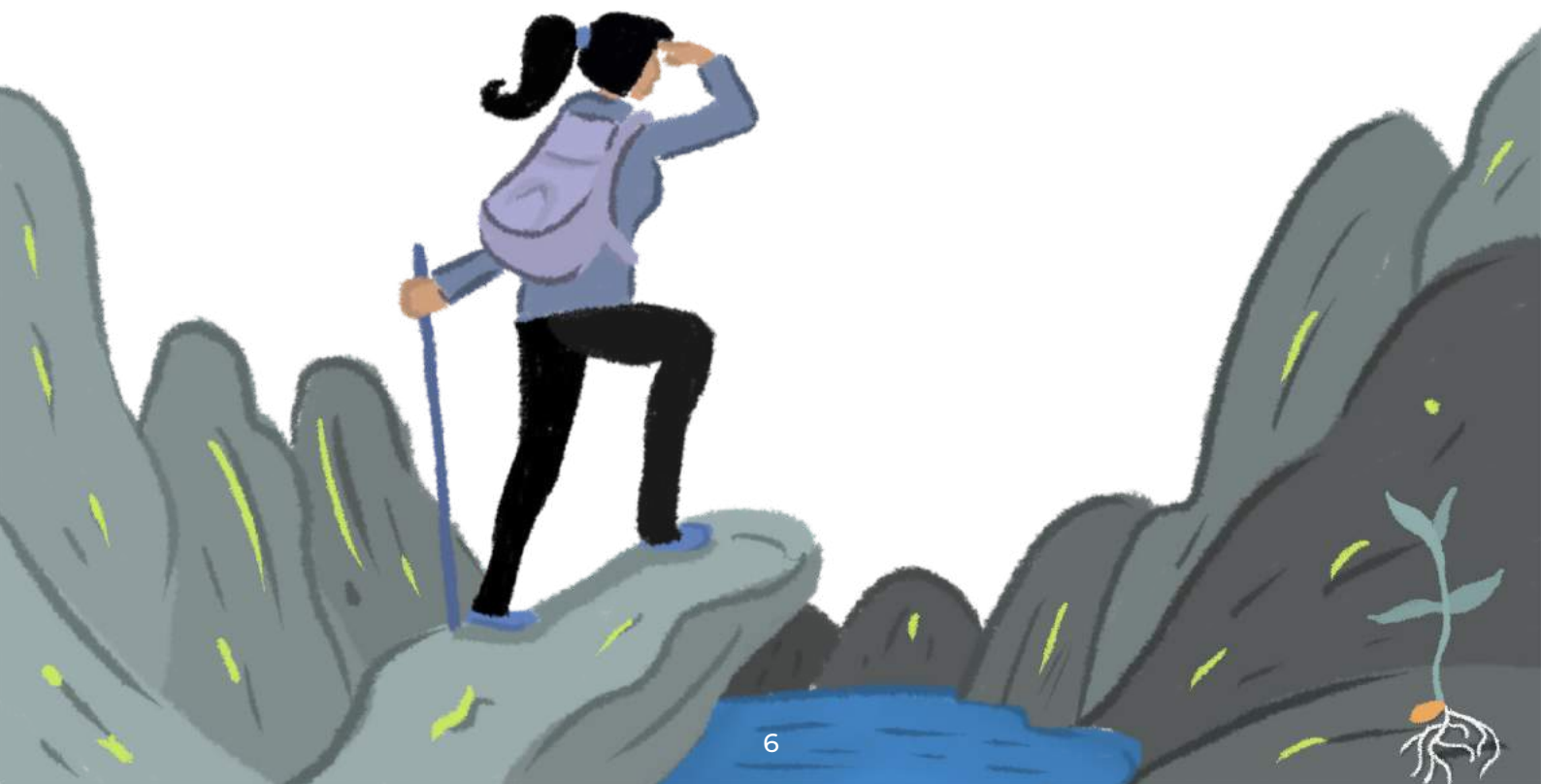


Our Vision & Strategy

At Econic, we **mindfully work alongside** a community that includes our clients, team members, contractors, our local Omaha and Lincoln community, and our fellow growth and innovation sojourners. We make choices to **honor our community and our environment**. Our goal is to live vibrantly and generously while inspiring and strengthening other people, groups, and organizations.

While we may call ourselves facilitators, experts, and coaches, we see ourselves as guides and shepherds in the **ushering forth of new ideas, working in service of unleashing human potential**. Through our work, we hold ourselves accountable to create impact in the following areas: **Employees, Clients, Community, and the Environment**.

As a small organization, each team member has a unique opportunity to voice concerns or drive initiatives that directly evolve our internal operating system and consulting practices. Discussions from our team meetings and retreats and feedback from our annual employee engagement survey help us prioritize which areas to improve upon in the upcoming year.



About the Report

This impact report is Eonic's first and highlights our **social, environmental, and governance** performance in 2021. We are excited to share with readers the **growth and evolution** we underwent last year. While our innovation, transformation, and strategy practices are often at the forefront of our work, we look forward to bringing more awareness to the ways we have cultivated our people-centered culture.

Our aim with this report is to bring transparency to our work, highlight our progress, and reflect on the lessons we have learned over the year.

F@CUS
for 2021

Refine our
purpose +
future vision

Help our team
thrive + discover
their meaning
of growth

Develop new
agreements

Regenerative
growth

Advance
social justice

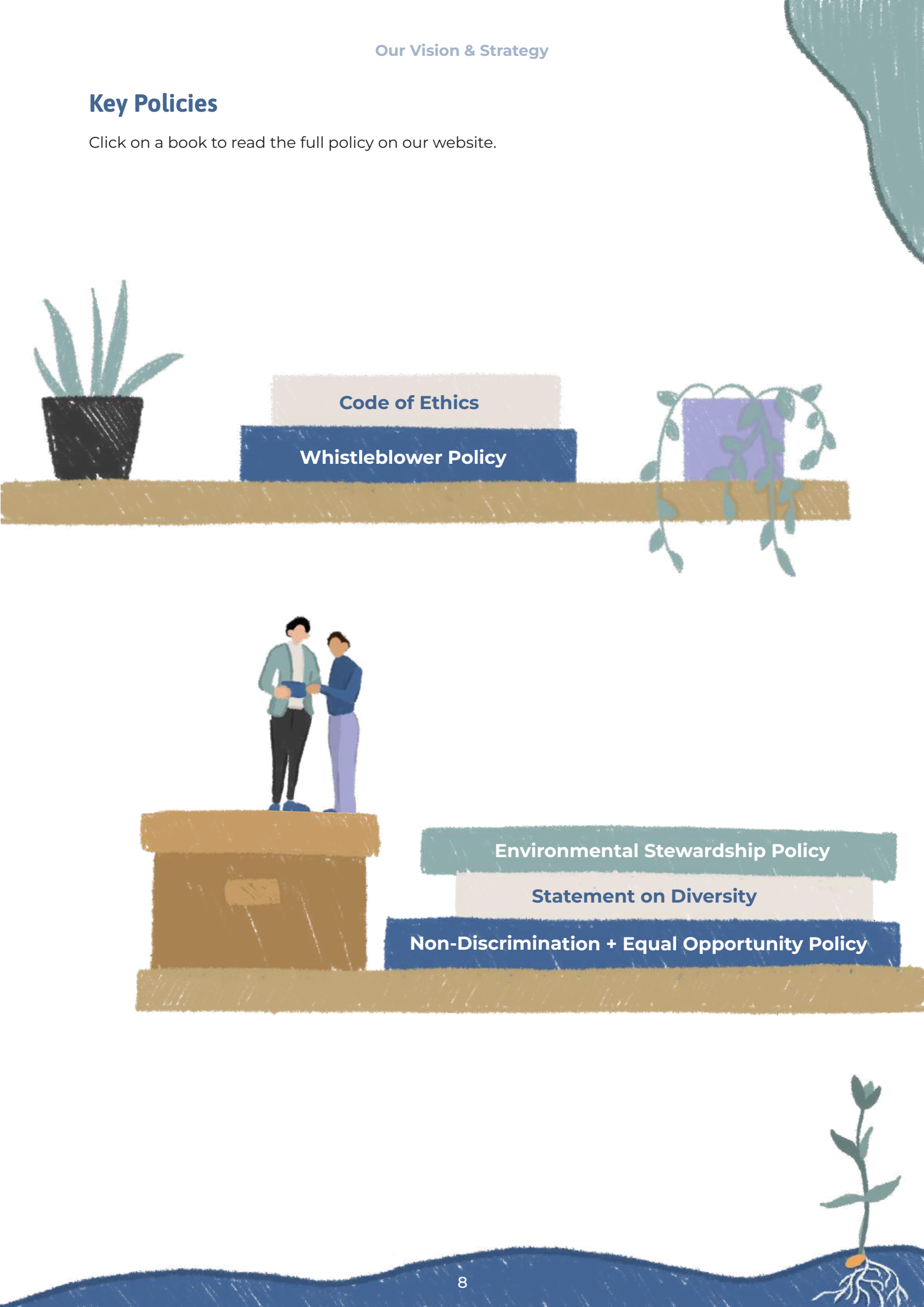
Employee
benefits

Promote new
ways of working +
consulting



Key Policies

Click on a book to read the full policy on our website.



Code of Ethics

Whistleblower Policy

Environmental Stewardship Policy

Statement on Diversity

Non-Discrimination + Equal Opportunity Policy

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Employee Impact

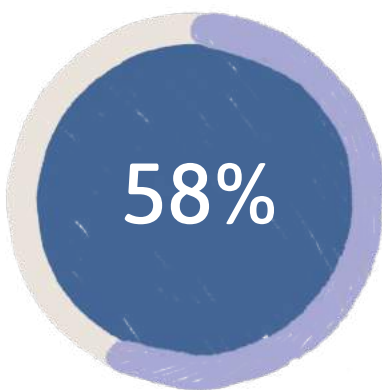
As a self-managed remote organization, creating an **inclusive and collaborative working environment** is vital for our team's success and well-being. In 2021, we enhanced our employee benefits, made new team agreements (our version of policies), prioritized personal and professional development opportunities, and expanded our team while experimenting with improving our recruitment and onboarding processes.

Our Growth

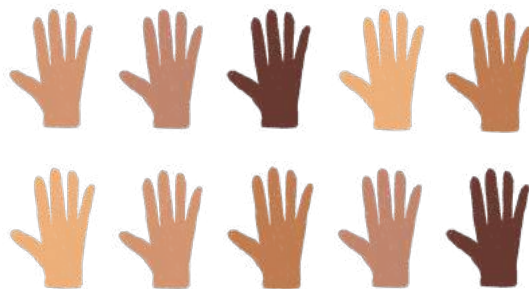
Becoming a Larger Team



5 new members joined our core team



Female staff



Collaborated with 10
new contractors



Increasing Our Social Awareness

In 2020, Econic paused along with many others to consider societal and industry injustices. We decided to transition from good intentions to actionable steps, including:

- 🌿 Adopting a new core value: Advance Social Justice
- 🌿 Joining the Omaha Chamber of Commerce CEOs for CODE (Commitment to Opportunity, Diversity, and Equity) coalition
- 🌿 Beginning on the B Corp certification process
- 🌿 Committing to ongoing learning and listening, including reading and attending conferences, as a foundational step towards doing more
- 🌿 Hiring a JEDI (Justice, Equity, Diversity, Inclusion) consultant and beginning to incorporate specific learnings in how we structure our company agreements, benefits, and compensation

As we continue to build upon these steps, we recognize that our commitment to our Advance Social Justice core value must continue. We are dedicated to continual learning to help ensure that our team members understand how JEDI connects to their roles and work and Econic's purpose and sphere of influence.



Employee Initiatives

Each person on our team is empowered to help shape our culture and employee experience. We utilize our annual engagement survey to help ensure that we hear all voices. Through this feedback, we identified and implemented new growth, wellness, and development initiatives in 2021.



Expanded Benefits Package

In addition to our existing retirement, health insurance, and flexible scheduling benefits, we offered our core team a new ESG fund for their 401(k) plans, a company credit card with a \$1,500 quarterly discretionary spending account, and \$50 monthly employer HSA contributions. These programs gave our employees the **flexibility to invest in products or services that align with their professional or personal goals and needs.**

Wellness Prioritization

Early in 2021, we facilitated a **Wellness Workshop** to encourage our employees to take any necessary time off from work. Discussions from this session informed our Time Off agreement and helped institute 17 closed office days throughout the year. With unlimited time off, our team members were able to take **parental leave** to welcome Econic's first baby, **bereavement** leave to care for family, **international adventures, mental health days**, and more.

Team Development Opportunities

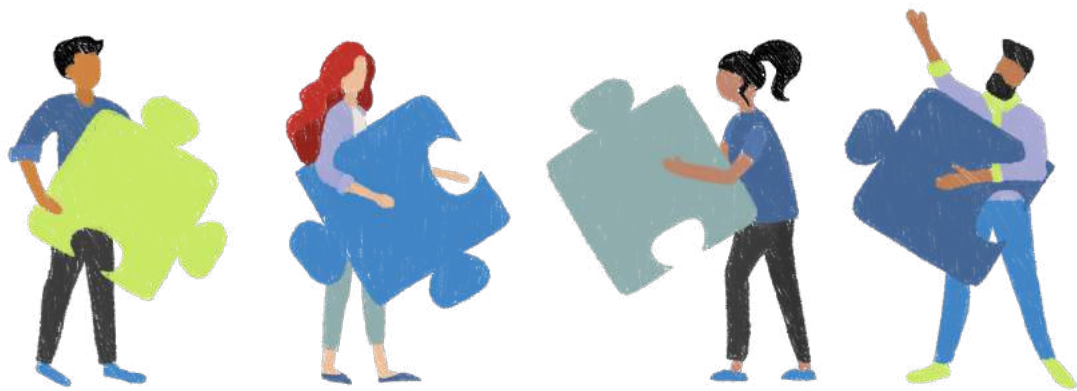
Our team participated in various development opportunities to help us **expand our social awareness, coaching skills, and understanding of one another.** These included monthly internal growth hours focused on **allyship with women** at work and **gender identity and expression, training in The Enneagram and Emergenetics, conferences**, and **social gatherings** (e.g., lunches, happy hours, and retreats).



What We Learned

In keeping with our philosophy of **making decisions from a place of curiosity and inclusivity**, we designed new **team agreements rather than policies** to add structure and clarity to topics, like spending, time off, diversity and belonging, and more.

These agreements have allowed us to **communicate more transparently and authentically** with one another and **think critically about positively evolving the systems that define our organization**. As we further consider the future of work, we have enjoyed using Econic to test innovation, transformation, and strategy practices that we can then share with our clients.

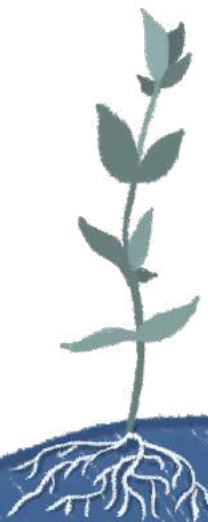


Future Focus

In 2022, we will continue to examine:

- 🌿 The current systems that define our internal operations
- 🌿 Equity and transparency in the areas of compensation and benefits
- 🌿 Wellness and learning programs

Additionally, we will recommit to our Advance Social Justice core value and work with our team members to more clearly connect JEDI to their roles and work.



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Client Impact

In 2021, Econic continued to lean into its **human-centered approach to designing innovation and cultural transformation programs**. Driven by our vision to unleash human potential, we helped clients **transform systems in their culture while practicing behaviors that support innovation**. This work reflects our commitment to helping others grow while taking ongoing and intentional steps to evolve as an organization.

How We Work



Our Clients

With clients in a variety of industries including **healthcare, financial services, engineering, telecommunications, government, and non-profit**, we embarked on a number of transformation and innovation endeavors fully customized to the needs of each client group. We addressed ways to **improve hybrid work experiences, shape the future of work, bridge the gaps in caregiver support, evolve existing systems**, and more.

In all of these projects, we kept humans at the forefront by bringing **empathy and curiosity** to our clients, the people they serve, and our collective communities.



**Omaha Public
Power District**



**Mutual of Omaha
Farm Credit Services of America
Inceptia**



**JEO
Olsson**



City of Lincoln



Hamilton



**Bryan Health
Launchpad**



**Teach for America
Arbor Day Foundation
Community Action Partnership**



**University of
Nebraska Medical Center**

Key Stories

Bringing Human-Centered Healthcare Solutions to Life with Launchpad

After recognizing potential gaps in the **patient process and how people experience healthcare**, Community Health Network created Launchpad, an innovation lab, to explore new care solutions.

Together, Launchpad and Econic united in a shared purpose to **co-create a process for testing and validating ideas**. We began with ambidextrous leadership training. Then, our partnership grew to include a variety of initiatives, including customer research and problem identification, market research, customer interviews, and empathic marketing.

As a result, Launchpad was able to secure significant funding from their parent company and begin the development of their first web-based app solution in 2021. Launchpad's first app will help bridge the gaps for caregivers looking out for a loved one with dementia.

By pairing caregivers with a specialist who will help them mindfully plan and prepare for the future, in addition to addressing pressing in-the-moment challenges, **caregivers will have the opportunity to lessen the weight of all that they are carrying**.



Empowering Significant Shifts in Teaming and Communication at JEO

JEO is a rapidly growing architecture, engineering, and surveying company based in the midwest. As a people-driven company, they recognize the importance of **intentional training programs for improved employee experiences**.

As JEO enthusiastically embraces and seeks to improve hybrid work environments, their primary goals include **quality communication, empathy, and connection** within their organization.

To further empower JEO as they make significant shifts in teaming and communication, Econic coached their teams in **Emergenetics, deepening relationships, and project management**.



Embracing Ambiguity to Shape the Future of Work at OPPD

As Omaha Public Power District (OPPD) begins **transitioning into a clean energy utility**, they sought opportunities to prepare their employees for a future OPPD that prioritizes **digital dexterity, an enhanced employee experience, and an inclusive, forward-looking work culture**. Early in 2021, Econic embarked on an 18-month journey—our first transformation project of this magnitude—to develop a 10-year framework for OPPD's workforce initiative.

Throughout the year, we worked alongside a diverse group of OPPD employees to critically **examine the organization's current operating system and to research ways to evolve** these existing systems in a way that aligns with both the team's and key stakeholders' vision of the future of work at OPPD.

We also introduced to the OPPD team innovation techniques (e.g., design thinking, agile project management) that challenged the OPPD team to **embrace ambiguity and adopt changes quickly**. The learning they have experienced will continue to shape each team member's paradigm of what work is and how it can be more human-centered.



What We Learned

As we reflect on our 2021 projects and the clients we partnered with, one theme surfaced clearly. The projects in which we are best positioned to help—based on our collective experience and areas of focused, ongoing learning—are the ones in which we can **make the most significant impact**.

Furthermore, we have learned that when clients invite us to join their teams in co-creation, we can **pave more new trails** and **achieve more valuable outcomes**.

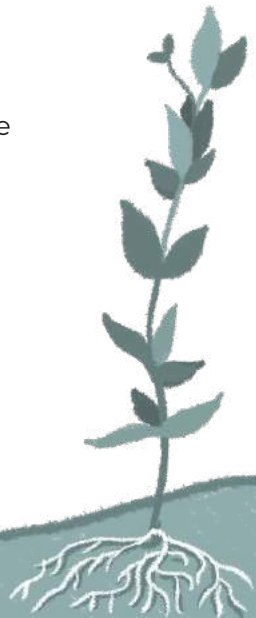
Instead of simply taking projects based on the availability of our team, we realized that we wanted to consider them with a multi-faceted approach. We chose to consider the **overall impact potential**.

Future Focus

In the future, our intentions are two-fold. One, it is critical that we **continue to evolve to adapt to meet our clients' ever-evolving needs**. Second, each new potential client is an opportunity for us to **consider if we have the collective expertise to meet them where they are and the impact we can make in partnering together**.

We have decided to be thoughtful about any new work to better serve our clients and our community. As a result, we will continue to experiment with how we consider and offer new work within our team. In doing so, we will:

- ✦ Clearly outline what a project entails at the outset
- ✦ Share amongst our team so that members have the space to add insights and express the impact they envision we can make if we do proceed with the project
- ✦ Evaluate the overall (non-monetary) growth potential, social impact, training and wellness expansion opportunities, and more
- ✦ Ask ourselves how we can care for people and influence business to be used for good
- ✦ Consider the client's interest in co-creation
- ✦ Explore how we can impact systems that further unleash human potential on the world's biggest problems



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Community Impact

While our team members reside in multiple states, we actively seek opportunities to support and serve our respective communities and our home base of Nebraska. Last year, Econic committed to donating 1.1% of our annual revenue to charitable organizations and exploring potential pro bono opportunities to utilize our innovation, transformation, and strategy practices to drive positive changes outside our everyday client work.

Key Stories

Surpassing Our Charitable Giving Goal

Through our charitable giving, we aim to support organizations that align with our core values and demonstrate positive social impact through our charitable giving. In 2021, we donated **1.5% of our annual revenue** to various social justice, environmental, emergency, and non-profit educational agencies. Donations included school supplies for children, Giving Tuesday team donation matches, and holiday donations to organizations supported by our clients.



Engaging with CEOs for CODE

The Greater Omaha Chamber's Commitment to Opportunity, Diversity, and Equity (CODE) initiative **addresses diversity, inclusivity, equity, and access to opportunity in Greater Omaha**. Their employer coalition aims to rally the business community to advance diversity and inclusion within the workplace by working collectively across organizations and sectors.

Along with others who have taken the CEO's for CODE pledge, members of the Econic leadership team participated in:

- 🌿 The T.H.R.I.V.E. Listening and Engagement program, which facilitates intentional conversations to accelerate relationship building between individuals of dominant and marginalized groups; partners are matched and meet several times throughout the year
- 🌿 All quarterly CEOs for CODE meetings
- 🌿 The DEI Fundamentals two-part course

Furthermore, Econic team members participated in the annual CODE Conference. Following the conference, the group gathered to discuss their learnings and brainstorm ways to further incorporate them at Econic; follow-up initiatives included a growth hour and further purpose work.



Volunteering

With the implementation of our new time off agreement, our team has an opportunity to use their paid time to volunteer or participate in pro bono projects as they desire. In 2021, our team **volunteered 167 hours** through **board work, advocacy, fundraising, career coaching with incarcerated individuals**, and more.



Innovating the Community Action Customer Experience

Community Action Partnership empowers people to reach economic stability with 17 unique programs that address the causes and conditions of poverty in early childhood education, homelessness prevention, financial and family well-being, and healthy food access.

Econic began working with the Lancaster and Saunders Counties branch of Community Action Partnership as an inaugural charity partner in the Fall of 2020. With a **goal of empowering, engaging, and joining the Community Action team**, we worked together to:

- Identify the emergency services department as an area of focus
- Map the applicant customer journey
- Conduct empathetic interviews with applicants and program participants
- Discover ways to improve the customer experience
- Develop a 2022 project charter to improve the existing systems with the emergency services department

As this work continues, **the Community Action team is better empowered to innovate**. Their work **directly impacts the applicant experience** and the organization's capacity for processing applications.



What We Learned

During our time working with Community Action Partnership, we developed a greater understanding of the **needs of our community** and the **weight of non-profit work** on the employees dedicated to it.

Reflecting upon the weight of their work and the substantial need in our communities reminded us of the importance of upholding our donation pledge to **empower our communities**. Additionally, working with non-profit organizations encourages us to ensure our deliverables are clear, accessible, and action-oriented to **cultivate true impact and inclusivity** of all stakeholders.

Future Focus

In 2022, we will continue to uphold our 1.1% donation pledge to non-profit organizations aligned with our purpose and values. We will strive to make **social and environmental impacts through our donations while strengthening our charitable partnerships to stretch beyond monetary contributions**. Additionally, we hope to:

-  Increase our team's civic engagement, together and individually
-  Continue to seek out additional opportunities to advance the missions of our non-profit partners






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Environmental Impact

While working remotely year-round allows our team to reduce most carbon emissions typically generated from a commercial office building or daily commute, **we recognize the impact we can have on this planet.** In 2021, we began our first environmental initiatives and focused primarily on **building our literacy around climate change, our carbon footprint, and our role in adopting and promoting sustainable business practices.** This education will be foundational to how we continue to adopt environmentally responsible behaviors in the future.

Key Stories

As part of our monthly team learning series, we hosted three growth hours on these topics:

-  Understanding Greenhouse Gas Emissions
-  Understanding Carbon Offsets
-  Defining Sustainability

These activities led to developing an **Environmental Stewardship guide** for reducing our carbon footprint and an **inventory system to track carbon emissions from our business air travel** as a **first step toward measurable change.**

What We Learned

By learning about key environmental concepts, our team has gained a shared understanding of the most significant environmental issues impacting our society. Moreover, we have explored **the role businesses can have in promoting sustainability** and ways Econic can create a positive environmental impact through our operations.

With this knowledge, our team is in a better position to **explore ways to incorporate sustainability in our future innovation, transformation, and strategy practices.**

Future Focus

We hope the environmental education from this past year will help embed language around sustainability into our culture moving forward. In 2022, we look forward to:

- 🌿 Further defining what sustainability means for Econic
- 🌿 Testing both internally and externally initiatives that align with our vision of utilizing work systems to reshape the future of societal awareness in businesses
- 🌿 Continuing to track (then offset) the emissions from our business air travel
- 🌿 Prioritizing working with vendors and suppliers that hold the same environmental principles as us



