

2024-25 IMPACT REPORT



Charlotte Sweeney Associates[®]

Certified



Corporation

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As the Founder and CEO of Charlotte Sweeney Associates (CSA), I am proud to introduce our first impact report, which outlines our initial BCORP rating as well as the steps we have taken, and continue to take, to address the ever changing societal challenges and climate crisis.

As a leadership and culture change consultancy, with a specialism for diversity, equity and inclusion (DE&I), our purpose is to inspire inclusive disruption within organisations by supporting and enabling them to create workplaces, products and services that work for everyone.

For over a decade we have helped organisations make sense of how the right focus on DE&I can transform their business, advised Governments on policy development and supported leaders to develop their skills and influence to create meaningful and sustainable change. We've worked in partnership with hundreds of companies and delivered thousands of hours of consultancy, leadership, and DE&I development. As a result, we continue to help millions of employees around the world feel they can be their best, and deliver to their best, at work.

This is the first time we have captured all we do related to people and planet in one place. It has been written during a time when societal expectations are shifting, where values and ethics are being challenged and leaders are questioning the role they play in embedding equitable practices into all they do, respecting everyone regardless of who they are and building cultures that work for all. We achieved B Corp accreditation in April 2024, this stands as one of our proudest moments. It recognised how engrained our purpose and values are in what we do, and the impact we've made to date.

We hope you enjoy reading our impact report as much as we enjoyed collating our achievements and commitments.

CEO: Charlotte Sweeney, OBE



Foreword



Aiming to drive change from the inside out across international organisations, CSA was **founded in 2012**.

2012

During **2013** we created the **power of diversity programme** with the then Lord Mayor of London, Dame Fiona Woolf. We also released our findings in **2014** for our **independent government report** related to Women on Boards and the role Executive Search Firms play.

2013-2014

'**Inclusive Leadership**' book was published. Co-authored by Charlotte Sweeney and Fleur Bothwick OBE offering a definitive guide to developing and executing impactful diversity and inclusion strategies - locally and globally

2016

In **2017** Founder, Charlotte Sweeney received her **OBE** for her efforts towards Women and Equalities as well as DE&I thought leadership.

2017

Charlotte Sweeney became a board member for global DE&I benchmarking resource, **GDEIB**.

2018

2019 was the year we questioned the limitations of DE&I progress in companies and created both the research and the solution: **Leaders F.I.R.S.T**

2019

With the support of our strong bench of consultants, we expanded our **global reach, languages, and expertise in 2020**.

2020

We launched our **DE&I Leadership Programme** designed with **Cambridge Cubed** to enable professionals to progress sustainable change within organisations.

2021



Celebrated our 10-year anniversary!

2022

Became the first DE&I consultancy within the **Management Consultancies Association (MCA)** as well as achieved **CPD accreditation** for our learning and development solutions.

2023

Became **B Corporation Certified** and started our Partnership with **Anthropy**

2024

CSA Timeline



Our Purpose

To inspire **inclusive disruption** within organisations in DE&I so that we create **outstanding and equitable work cultures**



Our Mission

We champion **professionalising** the sector through **thought leadership, mastery and partnership**. We are in service of creating **lasting impact** with **work that works**.



Our Position

We get to the **heart** of the issue through the eyes of the client. We **tailor** for where you are now and where you want to get to. **We inspire bravery**.



Our Values

Honesty

We are transparent and authentic in all our interactions, fostering trust and building strong, lasting partnerships.

Mastery

We bring deep expertise, continuous learning and a commitment to excellence in everything we do.

Pioneering

We explore new approaches, drive innovation and lead with bold ideas to inspire meaningful change. We do DE&I differently.



WHY B CORP?

In today's business landscape, success goes beyond the bottom line. As a certified B-Corporation, we have an unwavering commitment to social and environmental responsibility, ensuring that sustainability, transparency, and accountability remain at the core of our work.

This certification reinforces our dedication to creating inclusive workplaces and elevating our industry through thought leadership, expertise, and meaningful partnerships.

By setting high standards in our practice, we not only lead by example for our clients but also contribute to the professionalisation of our sector.

As part of the global B Corp community, we stand in alignment with B Lab and like-minded businesses tackling critical global issues. This internationally recognised accreditation reflects our mission to create lasting impact with work that truly works.

Our current B Corp Impact Score stands at 126.9 which is more than double the median score of 50.9 among businesses that complete the assessment. This result underscores our leadership in responsible business practices and highlights the impact we're making for our people, our communities, and our planet.

Our B Corp Journey



We get to the heart of the issue through the eyes of our clients. All of our solutions are tailored specifically for their requirements - from where they are now and where they want to get to.

HOW WE WORK WITH CLIENTS

We've worked in partnership with hundreds of companies around the world covering the majority of sectors, including, FMCG, Luxury Brands and Hospitality, Financial Services, FinTech, Healthcare, Consultancies and Professional Services, to name a few. We embed B impact pillars into the projects we deliver, ensuring that sustainability, inclusivity, and ethical business practices are at the forefront of our work.

As a global organisation, we embrace cultural and linguistic diversity, further expanding our network of consultants last year to enhance our reach and impact.

We also advise organisations on what they should be doing to deliver their ESG aspirations, including diversifying their supply chain, inclusive marketing and product design as well as how they treat their employees.



What We Set Out To Do

HOW WE INCORPORATE GOVERNANCE

We're proud to have earned a strong 22.5 in the Governance impact area, reflecting our commitment to ethical leadership, transparency, and long-term accountability. A standout achievement is our **10/10** score for mission lock, a fundamental part of our certification.

We conduct annual **360-degree feedback surveys** with our clients and those we partner with. Our most recent results showing 95% of respondents as "very satisfied."

An important element of governance is how we **consider all stakeholders when making decisions**. We ensure that we gain views and insights from a diverse range of people as well as discuss the impact our decisions will have on different groups, focusing on the positives as well as the negatives.

2025 GOALS

While we are proud of our current performance, we aim to increase our Governance score by 2.5 points, with a focus on continuous improvement in the following areas:

Deepening community partnerships: We will continue to champion individual volunteering and are committed to expanding our partnership with Conscious Youth C.I.C., a youth-led organisation creating transformative opportunities for young people. We will also explore and consider other partnerships that align with our purpose.

Continuing to be mission and value -driven: For over a decade, we've helped organisations embed Diversity, Equity & Inclusion (DE&I) into their strategy, advised governments on policy, and developed leaders who drive lasting impact underpinned by DE&I principles. Our mission drives us to continuously champion professionalising the sector through thought leadership, mastery and partnership.



Governance _____ 22.5



HOW WE INCORPORATE WORKERS

We've been a **Living Wage Employer for over three years**, consistently going beyond the government-set minimum to ensure every team member earns a real Living Wage. This commitment helps our people meet everyday needs and enjoy a dignified standard of living: **one that reflects the value they bring to our work.**

Our **B Corp certification** underscores a deep, structural commitment to fair pay, inclusion, and wellbeing in the workplace. Given our work in Diversity, Equity, and Inclusion (DE&I), it's essential that our internal practices mirror the values we champion externally. **DE&I principles are embedded in our culture and leadership development** ensuring our workplace is inclusive, respectful, and empowering for all.

We also create opportunities for **connection, reflection, and community impact** through regular off-sites and team gatherings, where we invest not only in our employee's growth but also give back to the communities we work in.

2025 GOALS

We are proud of our current performance, with our priority being to maintain the strong foundations we have created. With a focus on continuous improvement, we aim to strengthen the following areas:

Increase in-person collaboration: As a remote team we aim to continue opportunities for face-to-face collaboration. This will be done whilst taking our environmental impact into consideration.



Workers _____ 37.9

HOW WE INCORPORATE COMMUNITY

Our community score is a reflection of our ongoing commitment to creating positive, tangible change beyond our organisation. A key part of this commitment is our continued partnership with **Conscious Youth C.I.C.**, an award-winning, youth-led community organisation. Their work empowers young people through creativity, culture, and wellbeing initiatives. Last year, in collaboration with healthcare manufacturer TSL Healthcare, we supported Conscious Youth in addressing period poverty, helping to provide menstrual products and essential resources to those most in need.

We're also proud partners of **Anthropy**, a movement which includes a major three-day gathering of leaders dedicated to reimagining the future of the UK. The event centres around four key pillars: (i) people, (ii) places, (iii) prosperity and (iv) global perspective. As part of our involvement, we joined the London Stock Exchange Group's opening celebration to mark the launch of Anthropy's 2025 agenda, Reboot Britain.

At the national gathering this year we delivered our interactive workshop: **'The DEI Disconnect: Why Progress Stalls and How to Overcome Barriers'**. This session explored practical ways to embed sustainable diversity, equity, and inclusion in organisations, moving beyond surface-level efforts to create lasting change. Through Anthropy, we engage in collective cross-sector dialogue and action, collaborating with diverse voices to generate innovative ideas and shape a more inclusive, equitable society.

2025 GOALS

Community is a strength of ours. With our commitment to continuous improvement, we aim to focus on the following areas:

Elevate awareness and engagement with B Corp: March 2025 marked our first celebration of B-Corporation Month. Looking ahead, we aim to further elevate awareness of our B Corp status by actively engaging our community, clients, and partners in what it means to be part of this movement.



Community

35.7



HOW WE INCORPORATE ENVIRONMENT

While our operations naturally result in a lower direct footprint, we acknowledge that environmental responsibility doesn't stop there. Much of our environmental impact is shaped by **individual choices**, and we remain committed to promoting sustainable practices across our remote team.

With no central office, we naturally avoid emissions associated with daily commuting and energy use in traditional workspaces. When in-person meetings or client visits are required, we prioritise train travel over cars and encourage the use of public transport wherever feasible. We avoid printed materials entirely, especially at conferences where we opt for QR codes and digital brochures to share information. While working from home, we encourage small but meaningful changes such as low-watt lightbulbs and reducing unnecessary energy and water usage.

We aim to use environmentally preferred office products and promote sustainable purchasing among team members.

2025 GOALS

Although Environment is an area where we will have limited impact, given the structure of our business, there are always places where improvements can be made. With our commitment to continuous improvement, we aim to focus on the following areas:

Review individual and team practices and habits: Our goal is to review our individual and team-level practices in 2025, exploring ways to further reduce our environmental footprint and embed sustainability into our day-to-day habits.



HOW WE INCORPORATE CUSTOMERS

We are dedicated to advancing the **professionalisation of the DE&I sector**, leveraging our expertise as an award-winning advisory to help clients integrate diversity, equity, and inclusion throughout their entire organisational ecosystem.

To ensure we continuously deliver real value, we actively monitor our impact through client feedback forms, measuring both outcomes and customer satisfaction. This feedback guides our ongoing improvement and ensures we stay aligned with the evolving needs of the organisations we serve.

Our memberships and accreditations also reflect our dedication to maintaining the highest standards of ethical conduct, client service, and thought leadership. These include:

- **CPD-accredited programmes and courses** that ensure continual professional development.
- **Institute of Learning Transfer Accreditation** reinforcing our commitment to impactful, outcomes-driven learning.
- **Membership with the Management Consultancies Association (MCA)**, affirming our role in setting the standard for excellence in consulting.

Additionally, by promoting our **B Corporation status** and **Anthropy membership**, we encourage our clients to join us in shaping a more inclusive, ethical, and progressive business environment.

We are committed to **sharing knowledge generously**, staying curious, and continuously evolving in our pursuit to create **lasting impact**. Our thought leadership resources include:

- A **monthly newsletter** full of practical DE&I insights and updates.
- Our **Inclusive Disruption podcast**, featuring conversations with experts and real-world stories of inclusive leadership.
- **Written thought leadership** published regularly on our website and through our contributions to the **Forbes Human Resources Council**.

2025 GOALS

Customers is a strength of ours. With our commitment to continuous improvement, we aim to focus on the following areas:

Actively engage with the B Corp community: Engage with clients who are part of the B Corp community, fostering collaboration and shared impact.



INCLUSIVE DISRUPTION[®]

Stay up-to-date with the latest Charlotte Sweeney Associates highlights and gain valuable insights on DE&I topics with our monthly newsletter.

Charlotte Sweeney Associates

CMI Chartered Management Institute

Accredited **cpd**

HR Most Influential 2022

Forbes Human Resources Council

ANTHROPY[™] Inspiring a better Britain

Customers _____ 27.6

OUR FIRST YEAR AS A BCORP..

As we reflect on our first year as a B Corp, we are proud to have achieved a strong initial score, surpassing the 50.9 median score of ordinary businesses who complete the assessment and performing well across the majority of the impact areas. This milestone reaffirms our commitment to sustainability, inclusivity, and ethical business practices.

Looking ahead, **we remain dedicated to continuous improvement**. We are focused on maintaining the high standards we've set, finding new ways to drive positive impact, and sharing our progress with clients and partners.

Internally, we discuss our B Corp journey in weekly team meetings, reinforcing our collective responsibility to create meaningful change. This is just the beginning, and we are excited to build on this solid foundation, with a clear vision for an even greater impact in the years ahead.

As the landscape of Diversity, Equity, and Inclusion (DE&I) continues to evolve, we recognise the growing political and legal challenges. It is more important than ever to ensure that our work remains both relevant and resilient, helping our clients and partners navigate these complex issues while fostering lasting change in the workplace.



Closing commitments

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