

AoEC Impact Statement 2023

July 2023



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It has been a very significant step for us to pursue the B Corp Certification and I'm delighted by the wholehearted commitment from all of us in the company. Seeing the list of items in this Statement highlights what we've accomplished and our priorities for 2023-4. It demonstrates how much we've achieved in the last year to support the critical environmental and social actions that are urgently needed. I believe this will reflect the zeitgeist of our age and I'm proud that the AoEC is part of it. //

John Leary-Joyce, CEO and AoEC Founder



Our Mission

We transform individuals, teams and organisations globally through world-class, accredited executive and team coach training and coaching-based solutions for organisations. Our dedication to customer service, inclusive culture and strong ethical approach to business helps everyone we work with realise their full potential.

B Corp Certification



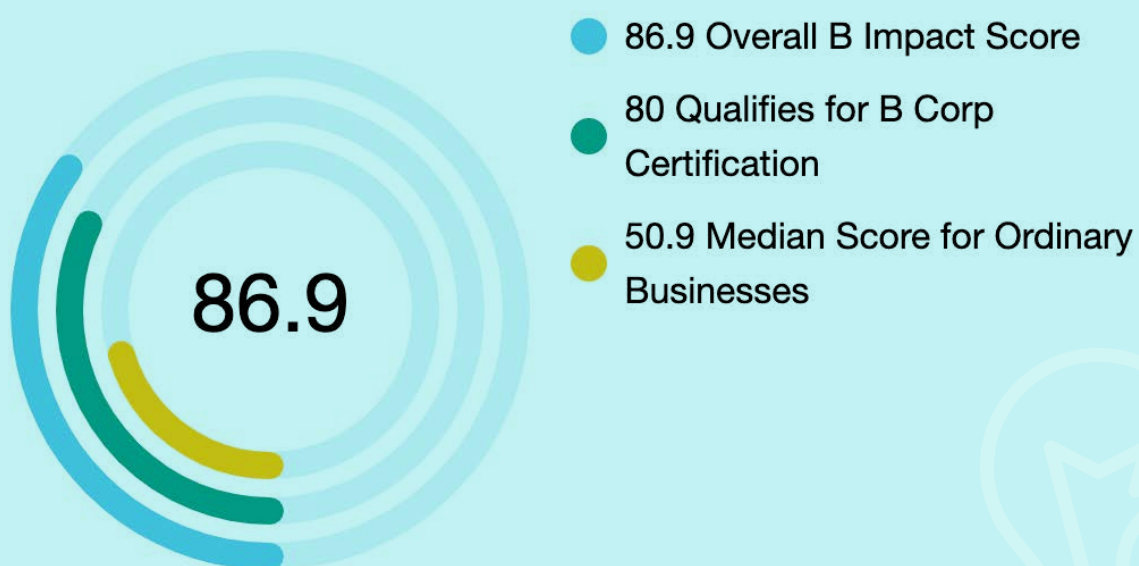
We submitted our **B Impact Assessment** in July 2022 and received **B Corp Certification** in July 2023.

As a coach training organisation founded in 1999, we are proud to be celebrating an overall B Impact score of **86.9** and committed to enhancing our **material positive impact** on **society** and the **environment**.

“
Preparing for and gaining B Corp Certification has given us a great framework for values and convictions that were already here in the AoEC. It has really helped us to ‘walk our talk’ and challenged us too. I personally feel highly motivated to weave these values into every aspect of our work.”

– **John Hill**, AoEC Global Partners & Products Director

For more information on the AoEC’s B Impact score, please visit our [B Corp profile](#).





Governance

Between July 2022 and July 2023, we have:

- Welcomed **two new Directors** and two new **Non-Executive Directors** to the AoEC Board



- Established a **Senior Leadership Team** which brings company-wide representation to strategic planning and ensures that social and environmental impact is incorporated into our decision making process
- Built our three-year strategic objectives around our commitment to the triple bottom line of **people, planet, and prosperity**
- Established an **Environmental, Social, and Governance (ESG) Panel**, which includes executive representation, to progress the company's ESG commitments and review our B Corp goals

What's next?

We will ensure that **social impact** and **environmental impact** inform **all decisions** made by the Board.

Workers

Between July 2022 and July 2023, we have:

- Launched the 2023 **Employee Engagement Survey** followed by a dedicated debriefing at the summer **Colleagues Day**

My co-workers and I have a good working relationship

93% either strongly agree or agree, compared with 89% in 2022



Employees treat each other with respect

97% either strongly agree or agree, compared with 92% in 2022



I am satisfied with the workplace flexibility offered by the AoEC

93% either strongly agree or agree compared with 85% in 2022

I feel completely involved in my work

94% either strongly agree or agree, compared with 85% in 2022



- Introduced a **new Employee Assistance Programme** and an **internal coaching programme** to support the **wellbeing of our employees**. Staff wellbeing is now the direct responsibility of the CEO
- Implemented **OKRs (objectives and key results)** across the company to provide clearer objectives to employees, and in response to feedback from the 2022 Employee Engagement Survey
- Ensured that all employees are paid a **Real Living Wage** based on the 2022-23 [Living Wage Rates](#) set by the **Living Wage Foundation**. Cost of living increases remain under review by the Board

What's next?

We will develop a **recruitment strategy** incorporating **Justice, Equity, Diversity, and Inclusion**.

Community



Between July 2022 and July 2023, we have:

- Formalised our [commitment to supporting anti-slavery](#), which includes **pro bono coaching and mentoring support** for anti-slavery organisations and networks, making an annual Christmas donation to support anti-slavery (Anti-Slavery International) and an **annual Coaching Skills Certificate course** specifically for volunteers and staff working against modern slavery



“

The [Coaching Skills Certificate] course was thoroughly enjoyable and informative, which is a credit to the approach of the course tutors. Good practical exercises that kept us all engaged throughout the two days and provided a solid introduction to coaching approaches”

– **Nawaz Khan**

- Introduced a **Volunteering Policy** of up to 14 hours (pro-rata FTE) per year. Employees have the opportunity to choose which **charity or community group** they wish to support
- Developed a **new, collaborative programme** with AoEC global faculty, which is designed to develop a coach’s transformational coaching presence, relationships, and ethics in response to the **social, cultural, and ecological realities** of the 21st Century
- Hosted a complimentary and co-moderated **AoEC webinar: [Diversity and Opportunity in Coaching](#)** with four invited speakers, asking, ‘How can we work towards coaching spaces and practices that allow people to be welcome, safe, heard and equal?’

What’s next?

We will develop our training provision in **Justice, Equity, Diversity, and Inclusion** for all employees.

Environment

Between July 2022 and July 2023, we have:

- Completed our third and fourth cohorts of [Coaching in the Climate Crisis: a Certificate in Climate Coaching](#), introduced a **50% AoEC alumni discount**, and reached a total **£900 of donations** to [Cool Earth via Work for Good](#)
- Revised and published our [Environmental Policy](#) to ensure transparency around our commitments, introduced a new **Virtual Office Policy** for AoEC employees, and increased virtual meetings to reduce emissions from business travel



Thought provoking and insightful programme. A really useful space to help bring climate coaching into your coaching practice. And really great diversity of thought and participants."

- June Duffy

- Established **science-based reduction targets** to set us on a **realistic net-zero trajectory**, and implemented **annual in-house carbon accounting** with Compare Your Footprint
- Released a podcast for **Climate Coaching Action Day 2023** with two guest panellists: [Coaching Conversations with the AoEC - Coaching With and Within Nature](#)

What's next?

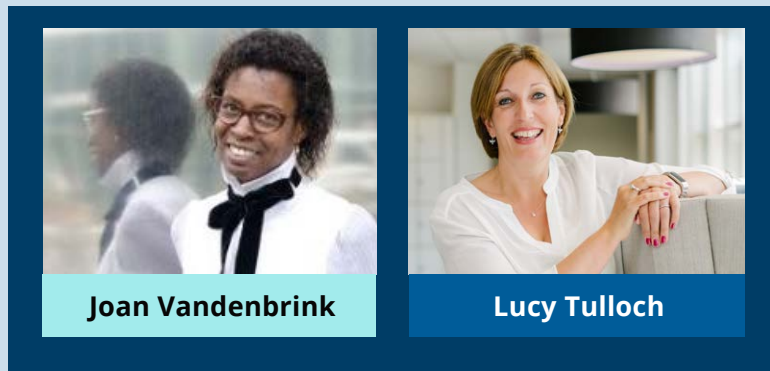
We will establish our **carbon footprint 2022** and measure progress against **reduction targets**.



Customers

Between July 2022 and July 2023, we have:

- Appointed **Client Relationship Managers** to support and enhance the customer journey and a **Systems Manager** to streamline the AoEC experience, together with a **new Digital Marketing Executive** and **two new faculty members**



- Published [15 interviews](#) with AoEC graduates and other CPD course participants to explore the **learning experience and longer-term impact** of training with the AoEC
- Supported our thriving alumni community through our dedicated **Alumni Manager**, hosted monthly **Alumni Reflection** sessions and monthly **Alumni Gathering** sessions, and offered business support through collaboration with [The Coaching Solopreneur™](#)
- Reviewed potential and existing **organisational clients and partnerships** in the context of **AoEC Values, social and environmental impact**, and the **B Corp Disclosure Questionnaire**, and in consultation with the **AoEC Ethics Panel**

What's next?

We will introduce the **Net Promoter Score** to benchmark and monitor customer satisfaction across our programme portfolio.



Please do get in touch with us to see how AoEC can support you.
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