



# AoEC Impact Statement 2025

**August 2025**





# A word from our CEO

This year has been one of meaningful growth and deepened impact for the AoEC. Our customers remain at the heart of everything we do, and we've taken important steps to enhance their experience - from launching our Net Promoter Score survey to gathering rich insights through interviews and feedback. These have helped shape new offerings, including the Master Practitioner Diploma in Embodied Dialogue Coaching, and informed the ongoing development of our product and service offering to better serve our growing global community.

We're proud to see our international presence continue to expand, with new global partners joining us in Morocco and the USA. This growth reflects the increasing demand for coaching that is relational, ethical and transformative - qualities that define our approach and underpin our programmes and client work.

As a certified B Corp, we remain committed to using business as a force for good. Our people are central to that mission. This year, we launched our fourth Employee Engagement Survey, continued to invest in wellbeing through our internal coaching programme, and upheld our commitment to fair pay with the Real Living Wage. We've also maintained our focus on psychological safety and inclusive practices, ensuring that everyone at AoEC feels supported and heard.

Our environmental journey continues with purpose. We've sustained a significant reduction in emissions since 2019 and we continue to work with external experts to identify further opportunities for carbon reduction. As our digital and remote delivery grows, we're ever mindful of our footprint and committed to responsible, sustainable practices.



During B Corp Month, we explored what makes exceptional workplace cultures through our podcast, featuring conversations from two standout organisations in the Worker category. Their insights inspired us to keep raising the bar in how we lead and support our own people.

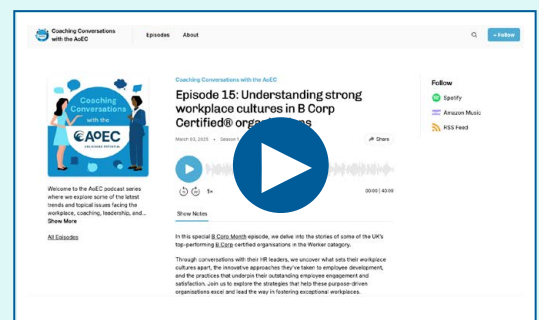
Looking ahead, we remain ambitious and optimistic. We are here to make a difference - in the lives of our learners, in the organisations they serve, and in the wider world. Thank you for being part of this journey with us.

**John Leary-Joyce, CEO and AoEC Founder**

# Our Commitment to Positive Impact

At the AoEC, our mission remains steadfast: to transform individuals, teams, and organisations globally through world-class, accredited executive and team coach training and coaching-based solutions. As a certified B Corp, we are proud to uphold our commitment to the triple bottom line of **people, planet and prosperity**, embedding these principles in every facet of our operations.

For **B Corp Month 2025**, we were delighted to be joined by guests from two fellow B Corps - [Socius](#) and [Forster Communications](#), as we delved into their stories of being some of the UK's top-performers in the Worker category. A huge thanks to [Victoria Birks](#) from Socius and [Beth Gaudin](#) from Forster Communications for sharing their invaluable insights into best practice in employee engagement and satisfaction.



## Infographic Statistics



**Over 5,000** have trained on our core Practitioner Diploma in Executive Coaching triple-accredited programme

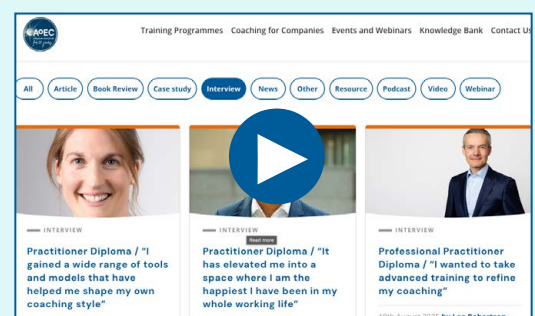


Delegates have come from **100 different countries**

**12 Global Partners** who deliver AoEC programmes in their geographies



Looking at our graduates, it is hard to capture the transformational experience - the magic that happens throughout their learning experience and beyond, so we ask them every month as part of our newsletter.



# B Impact Score



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**. We are committed to enhancing our material positive impact on **society and the environment**, and this impact statement showcases the steps we have taken over the last year to improve our impact and our plans to continue on this journey.

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

Based on the B Impact assessment, Academy of Executive Coaching Ltd earned an overall score of 86.9. The median score for ordinary businesses who complete the assessment is currently 50.9.



- 86.9 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses



# Governance



## Governance: Strengthening Ethical Leadership

In the past year, we've continued to prioritise ethical leadership and inclusive decision-making.

Between July 2024 and July 2025, we committed to educating ourselves on social and environmental performance principles and practices. Whilst we continued to educate ourselves on Modern Slavery, we have more work to do regarding environmental practices, and we welcome the **B Lab new standards in Environmental Stewardship & Circularity** to guide us in best practice for small companies.

### Board Development

One Board member, Paul Smith, transitioned into an executive role and recruitment began for a new Non-Executive Director.



Paul Smith

### Senior Leadership Team (SLT)

The **Senior Leadership Team** has operated under the five B Corp pillars for the last year, ensuring that all strategic matters are considered with B Corp in mind and that ESG underpins all company decisions. The team is preparing to transition to the seven new Impact Topics under the B Lab New Standards.

The SLT represents all areas of the organisation in addition to our different stakeholders. The team meets twice monthly virtually and in-person for one or two-day strategic planning events three times in the year. This is time where our company purpose is considered, stakeholder needs are reviewed, AoEC strategic objectives are set, and relationships are renewed.

All SLT members report directly to the Chief Executive Officer.

## Looking Ahead

We will seek to recruit a Board member with **expertise in disability inclusion** to strengthen our governance and ensure our organisation is accessible and inclusive. In addition, we will incorporate **disability awareness and inclusion education** into our company-wide colleagues' day(s) to build understanding and embed inclusive practices across the AoEC.

*Governance Impact led by John Leary-Joyce*

# Workers



## Workers: Fostering a Supportive and Engaged Workplace

Our people are at the heart of what we do. Between July 2024 and July 2025, we committed to reviewing and refreshing our policy on **Valuing Diversity at Work** which we undertook as part of a broader update of the AoEC Staff Handbook.

The AoEC values the uniqueness of each employee and draws on diverse perspectives to enhance operations.

As a remote organisation, it recruits from a broad talent pool and ensures all employees receive equality, diversity and inclusion training. It also works to make its learning environment accessible and inclusive for all participants.

As part of this we continue to use a B Corp recruitment agency to recruit for full-time roles at the AoEC and ensure we encourage applications from diverse backgrounds with a statement of inclusivity on all job applications.

Our full Inclusivity Statement can be found here [Inclusivity Statement - AoEC](#).

### Employee Engagement

The fourth **Employee Engagement Survey** launched summer 2025, and this was followed by a company-wide debrief in our virtual colleagues' day where we drilled down into the topic of communication within our virtual team.

We will continue to enhance our employee experience and to measure the success of our actions we will be releasing an interim **pulse survey** to focus on key areas across culture, JEDI, communication, stress and overall employee engagement:

- Employee satisfaction with the culture of the workplace
- AoEC dedication to justice, equity, diversity, and inclusion
- How employees feel about communication between senior leaders and employees
- How often colleagues feel stressed at work during a typical week
- How involved colleagues feel in their work

### Wellbeing Initiatives

We continue to offer an Employee Assistance Programme as well as our **internal coaching programme** to support mental health and wellbeing.

### Fair Compensation

Salaries continue to be regularly reviewed to ensure we offer all employees a **Real Living Wage**, reaffirming our commitment to fair pay.

### Employee Appreciation

Gifts sent to employees on significant occasions (and as a 'thank you' to stakeholders) are all sourced from **B Corp suppliers**.

AoEC has also introduced birthday days off for all employees as well as the opportunity to purchase further annual leave.

### Wider Education

Employees continue to report that the AoEC's education and communication about the impact of B Corp is rippling out to **personal decision making** outside of the workplace and widening the impact of business being a force for good.

# Workers



## Working Culture

As a coach training provider, we believe coaching is relational at its core. It builds trust, understanding, and open communication between managers and employees. This goes beyond goals; it's about fostering a supportive environment where employees feel valued and understood.

Our 2025 in-person Colleagues Day continued to explore the theme of psychological safety amongst AoEC employees with opening and closing sessions run collaboratively by our CEO and Finance and HR Manager.

“

For me being part of a B Corp establishment is an honour. As someone who always endeavours to do the best in everything I do, working for an organisation that wants to make a difference and make life better for its staff, its customers and the wider community as well as the environment is absolutely incredible. It shows that the AoEC is not just about profit, we really care, which is what I am all about.”

**- Julia Rees, Finance and HR Manager**

## Looking Ahead

We will establish a **JEDI Working Group** and facilitate at least one **company-wide discussion about JEDI principles** in the workplace.

*Workers Impact led by Inga Heath*

# Community



## Community: Building Bridges and Giving Back

Between July 2024 and July 2025, we committed to reviewing and formalising our donations commitment to maximise our social and environmental impact.

This was reviewed and formal options explored. Given the size of our company and our annual turnover we decided to maintain our donations commitment related to our Climate Coaching Certificate programme and to continue our annual Christmas donation and fundraising activities for Anti-Slavery International.

### **Company donations from July 2024 - July 2025 have included:**

- £100 to Cool Earth via Work for Good from our Climate Coaching Certificate (October 2024)
- £200 to Cool Earth via Work for Good for Climate Coaching Action Day (March 2025), as a thank you for our guest webinar speakers "Working with strong emotions: navigating eco-anxiety to empower climate action"
- £500 Christmas donation to Anti-Slavery International (December 2024)

## Anti-Slavery Initiatives

Our pro bono Coaching Skills Certificate for Staff and Volunteers working against modern slavery ran in November 2024. The course had 11 participants from eight different organisations.

**“**

This was an excellent course which challenged me to reflect on my experience and apply new approaches in my communication with colleagues and in my personal life too. I came away with an awareness of 'coachable moments' and find that I'm now spotting and seizing them. **”**

**- Anonymous participant,  
Modern Slavery Virtual Coaching  
Skills Certificate**

# Community



## Walk for Freedom

2024 saw the **AoEC's 25th Anniversary**. We wanted to do something significant to mark the occasion and unanimously agreed to use this corporate milestone to support our CSR mission against modern slavery.

We walked a 25km route throughout slavery landmarks across London and raised over **£3,000 for Anti-Slavery International**.

At every landmark we paused and learnt about the historical significance of each place.



This led to us being Star Supporters of the Month and featuring on Anti-Slavery International's social media.



## Volunteering Policy

The AoEC Volunteering Policy, introduced in Summer 2023, continues to support employee engagement with social and environmental initiatives.

Between July 2024 and July 2025, AoEC employees contributed **48 hours of volunteering time**.

# Community



## Coaching World Changers

This year we continued to partner with [Future Leaders](#) and provide coaching and coach supervision via faculty and alumni for the groundbreaking **Coaching World Changers** programme (Cohort 2, February 2025).



We had the privilege of hearing **AoEC Graduate Radwah Orabi** speak at 2024's Graduation ceremony. After completing our Practitioner Diploma in Executive Coaching, Radwah approached the Future Leaders programme suggesting that coaching could be a transformative skill for their alumni. She went on to set up the Coaching World Changers programme as part of this wider initiative, and we are delighted to partner with them to provide coaches for groups of young people from refugee and asylum seeker backgrounds.

As one of our Graduation keynote speakers Radwah presented the work and the outcomes of this initiative and was joined on stage by an inspirational Future Leader who generously shared her own personal experience of being an asylum seeker and how being part of the Coaching World Changers programme has impacted her life.

“ I believe other Future Leaders can expect to gain a deeper understanding of themselves, their leadership style, and how to overcome obstacles in their professional journey. The program offers a supportive environment for personal growth and development. ”

**- Future Leader**

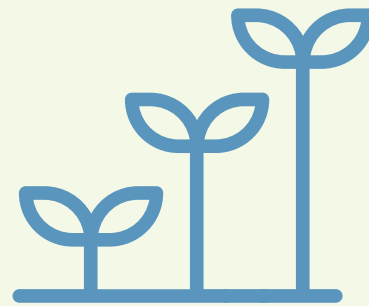


## Looking Ahead

We are committed to further engaging our wider AoEC community by creating opportunities for **connection and contribution**, such as an “Impact Network” for alumni to share volunteering and pro bono work, and publishing articles that highlight **community initiatives** and alumni-led **social impact projects**.

*Community Impact led by Vicky Routledge*

# Environment



## Environment: Committing to Sustainability

Between July 2024 and July 2025, we committed to reviewing the feasibility of in-house carbon accounting and identifying areas for **further carbon reductions**.

We determined that the AoEC can be more effective in fulfilling its carbon footprint goals by outsourcing the carbon accounting, noting that this investment is not sustainable for a small company over the longer term.

In light of this, we welcome the B Lab New Standards in Climate Action for small companies, which allow us to take meaningful action without diverting resources to data collection

### Measuring our Carbon Footprint

We have now completed the analysis of our carbon footprint 2022 with support from Green Element via the Compare Your Footprint platform.

The AoEC 2022 carbon footprint covers the reporting period 1 January 2022 to 31 December 2022, and the data demonstrates a **74% reduction in overall market-based GHG emissions** from **190.4 tCO<sub>2</sub>e in 2019** (the pre-Covid baseline) to **48.8 tCO<sub>2</sub>e in 2022**.

The AoEC has no emissions under Scope 1 (direct emissions) or Scope 2 (indirect emissions from purchased energy). We measure the Scope 3 emissions which are generated through our value chain.

In 2022, AoEC Scope 3 emissions were roughly equivalent to the annual emissions of about 18 UK households [Source: Copilot].

### AoEC 2022 Carbon Footprint



### Emissions Hotspots

In 2019 AoEC emissions hotspots were identified as:

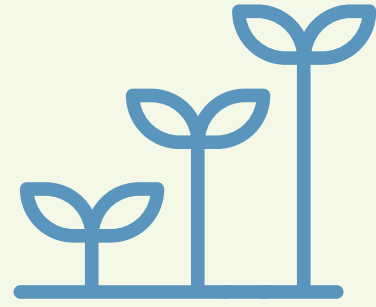
- **events (venues)** (48.4%, 92.1 tCO<sub>2</sub>e)
- **business travel** (42.8%, 81.5 tCO<sub>2</sub>e)

In 2022 AoEC emissions hotspots were identified as:

- **events (venues)** (24.5%, 11.9 tCO<sub>2</sub>e)
- **business travel** (30.7%, 15 tCO<sub>2</sub>e)
- **working from home** (24.6%, 12 tCO<sub>2</sub>e)

The 2022 analysis shows significant reductions of **87% for events (venues)** and **82% for business travel**. This is likely to represent a decrease in in-person delivery and meetings, and associated travel, following the Covid pandemic. Note that graduation was in-person in 2022, the Global Partner Conference was hosted in the UK, and we returned to our first in-person Colleagues Day.

# Environment



The overall **74% reduction in AoEC emissions** also disguises an increase in two areas:

- **working from home** (5.5 to 12.01 tCO<sub>2</sub>e)
- **digital footprint** (0.79 to 2.57 tCO<sub>2</sub>e)

The 2022 increase in emissions of **118% for working from home** and **225% for digital footprint** is likely to represent growth in both the number of employees and virtual programme delivery.

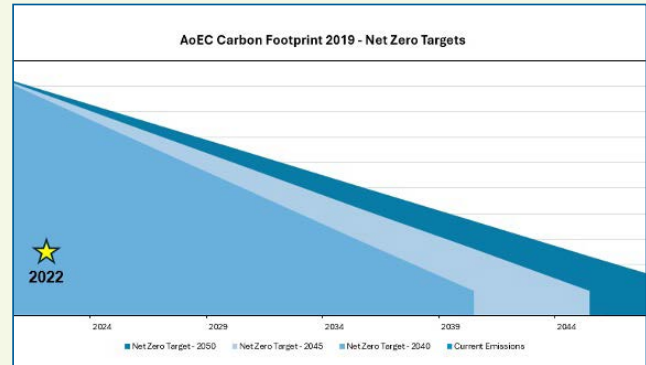
## Next Steps

With emissions of **48.8 tCO<sub>2</sub>e in 2022**, the AoEC was well within the net zero trajectory based on our 2019 analysis. The challenge is to maintain the progress made in 2022 and identify further ways to reduce carbon emissions across our hotspots (events (venues) and business travel) whilst flourishing as a global business.

## Making a Difference

As a company we are environmentally conscious in all our decision making and committed to maintaining our net-zero trajectory.

We ran our sixth **Climate Coaching Certificate** in October 2024. This programme supports coaches to bring the climate into their work and practices, and through our giving pledge we have reached a total of **£1,650 of donations** to [Cool Earth via Work for Good](#).



## Educating our Community

We hosted a special webinar

- **Working with strong emotions: navigating eco-anxiety to empower climate action**
- to mark Climate Coaching Action Day (12 March 2025), in addition to raising awareness throughout March 2025 - specifically in the coaching industry - as to how coaches can make a difference.



## Looking Ahead

In line with the B Lab New Standards, and recognising our capacity as a small company, we will **demonstrate real, tangible actions and track our progress** without relying on GHG measurement.

*Environment Impact led by Elif Spreadborough*

# Customers



## Customers: Enhancing the Client Experience

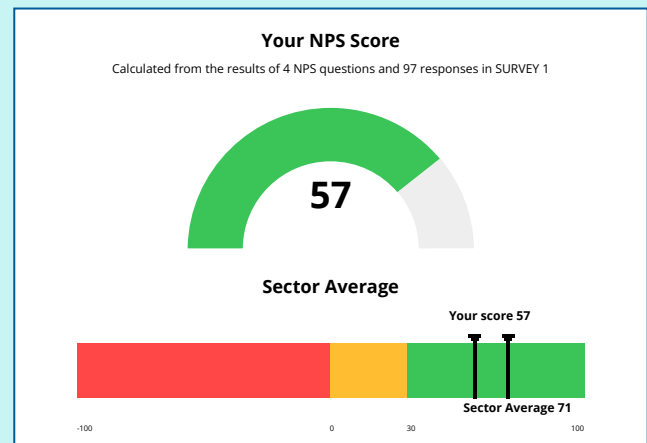
Our commitment to our customers is reflected in our continuous efforts to improve their experience.

Between July 2024 and July 2025, we committed to exploring how we can more systematically evaluate the **longer-term outcomes** of our programmes. This informs the work of the new Impact Working Group established this year.

To better understand the longer-term value of our training, we published **14 qualitative interviews with AoEC graduates**, exploring both their learning experiences and the broader impact of their certification. In addition to these interviews, we hosted **8 Lunch & Learn** sessions this year, covering topics such as 'Simplifying human connection beyond the digital age' and 'Unpacking burnout in today's turbulent world'. These initiatives illustrate our dedication to creating tangible, lasting impact for our clients and graduates.

### Customer Satisfaction

This year, we launched our **Net Promoter Score (NPS) survey** to benchmark and monitor customer satisfaction across our programmes. The initial results revealed promising feedback and highlighted valuable areas for improvement. To address feedback around survey fatigue, we have refined the survey process - ensuring that participation is streamlined and allowing us to gather more insightful responses with less burden on our customers. As a next step, we will roll out the improved NPS survey to all programmes by the end of 2025, supporting our commitment to continual enhancement of the client experience.



# Customers



## Team Expansion

We were delighted to welcome Sudhir Daya, Genevieve Loaker, Esmee Russell and Andrew Sherman to our Faculty team and Kealey Dent, Shannon Randall, Julia Rees, Máire Robinson and Alice Thomas to our business team.



Sudhir Daya



Genevieve Loaker



Esmee Russell

## Product Development

Through 2024, we commissioned a market research project to gather direct customer insights on the AoEC and our programmes. Respondents shared what they valued most and offered constructive suggestions for future improvements. These insights have informed the upcoming redesign of our website and prompted stakeholders to collaborate on implementing new features, including group supervision and mentor coaching sessions. We are proud to announce the launch of a new **Master Practitioner Diploma in Embodied Dialogue Coaching** programme to further support our community of coaches and are proactively reviewing and refining our Team Coaching portfolio to ensure it meets evolving needs.



Andrew Sherman



Kealey Dent



Shannon Randall



Julia Rees



Máire Robinson



Alice Thomas

## Looking Ahead

We will **increase our social impact globally** through strategic pro bono places on our coaching education programmes.

*Customer Impact led by Lisa White*



Please do get in touch with us to see how AoEC can support you.  
info@aoec.com  
+44 (0) 20 7127 5125  
www.aoec.com



## Looking Forward

As we move into the next year, our focus remains on deepening our impact across the seven new B Corp Impact Topics. We are committed to evolving our practices to meet the ever-changing demands of our stakeholders and to promote positive social and environmental impact. Together, we will continue to lead with purpose, ensuring that our growth benefits all and that our business is a force for good.