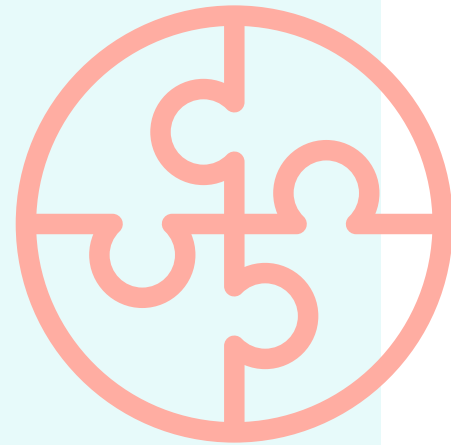




AoEC Impact Statement 2024

August 2024



Unlocking potential in people and organisations globally for 25 years
Coach Training. Consulting. Coaching

A word from our CEO



As we celebrate 25 years at the AoEC, I am immensely proud of our journey and the pioneering spirit which has defined us. From the outset, AoEC has been at the forefront of evolving executive and team coaching within the business world. We were first to bridge psychology and business concepts, revolutionising the coaching landscape with the radical idea of empowering our course participants to create their own personal coaching models.

Our commitment to be best in class is unwavering and as a values-driven organisation, we truly live our purpose centred on prosperity, planet and people. In today's world, being an ethical business is about tangible, real-world impact. We recognise that human sustainability is crucial to organisational health, success and wealth. As a B Corp certified company, we prioritise trust, productivity, inclusion and belonging.

Commitment to human rights and dignity are not optional for us; they are fundamental social priorities. At AoEC, we believe in the importance of being respected, listened to and having a say in shaping the future of our company. We understand the need for our workforce to have a clear path for progression, social connection and a sense of impact.

Diversity enriches our organisation, and we value the uniqueness of each employee and draw on their varied perspectives and experiences to enhance our business practices and deliver the best experience for our customers and partners. The AoEC's success depends on our people, and we are dedicated to fostering a culture where everyone feels valued and included.



Our ambition remains high as we continue to influence excellence in coaching. Our training is more transformative than ever and designed to help coaches develop their presence, relationships and ethics in response to the challenging social, cultural and ecological realities of the 21st century.

Being a B Corp certified company underlines our mission to be the change we want to see. We are committed to making a positive impact, both within our organisation and in the wider community. As we look to the future, we remain dedicated to our core values and our goal of driving meaningful change in the world of coaching and beyond.

A handwritten signature in black ink, appearing to read 'John Leary-Joyce'. The signature is stylized and fluid, written over a horizontal line.

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.

Throughout 2024 we have been proud to reflect on our growth and the impact that we have made over 25 years. This video looks back at our commitment to the coaching profession:



Infographic Statistics



Trained
over 15,000
people worldwide



Delegates have
come from
100 different
countries

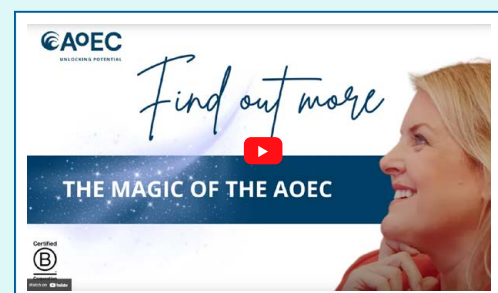
Over 5,000 have
trained on our core
Practitioner Diploma in
Executive Coaching triple-
accredited programme



10 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 asked them:



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 compete 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



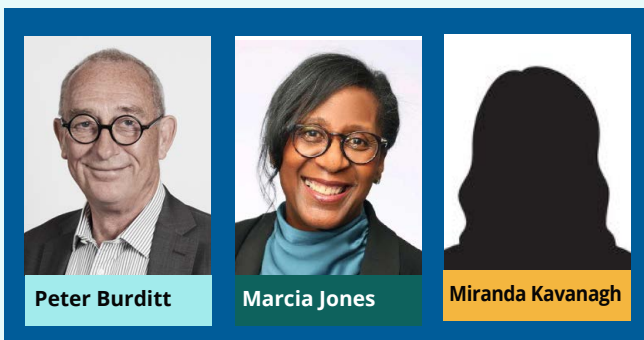
Governance



Governance: Strengthening Ethical Leadership

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

Between July 2023 and July 2024, we committed to ensuring that **social impact** and **environmental impact** inform all decisions made by the Board. To support this commitment an impact assessment will be completed for every Board decision.



Board Expansion

We welcomed three new **Non-Executive Directors** to the AoEC Board, ensuring diverse perspectives and a strong emphasis on social and environmental impact in all strategic decisions.

Senior Leadership Team (SLT)

We have merged the new **Senior Leadership Team** and **Environmental, Social, and Governance Panel** to ensure that ESG underpins all company decisions. The newly formed team have begun operating under the five B Corp pillars ensuring that all strategic matters are considered with B Corp in mind.

The SLT represent all areas of the organisation in addition to our different stakeholders. Members met in-person for a two-day strategic planning event where all stakeholder needs were examined; this enabled us to prioritise and plan for the years ahead and develop an improved, cohesive and transparent framework to inform our way of working.

All SLT members now report directly to the Chief Executive Officer.

Looking Ahead

We will educate ourselves on **social** and **environmental performance principles** and practices.

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 2023 and July 2024, we committed to developing a **recruitment strategy** incorporating **Justice, Equity, Diversity, and Inclusion**.

As part of this we now 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. We are also preparing to launch a company-wide **Inclusivity Statement**.

Employee Engagement

The third **Employee Engagement Survey** launched summer 2024, and this will be followed by a company-wide debrief.

Wellbeing Initiatives

Our **Employee Assistance Programme** has been live for over a year, and employees continue to benefit from our **internal coaching programme** to support mental health and wellbeing.

30 hours of one-to-one coaching was offered internally between August 2023 - July 2024



Looking Ahead

We will review and refresh our policy on **Valuing Diversity at Work** (AoEC Staff Handbook). *Workers Impact led by Inga Heath*

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**.

Wider Education

Employees 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.



I am much more mindful in all my purchasing now including travel and holidaying as well as the weekly shop. I feel a much more conscious buyer and that I am contributing to make a difference **!!** - **Vicky Routledge, Head of Marketing**

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. For the last year, we've focused on creating psychological safety: encouraging employees to share challenges, aspirations, and feedback, leading to a more engaged, motivated workforce.

Community



Community: Building Bridges and Giving Back

Inclusion and community engagement remain cornerstones of our approach to social impact.

Between July 2023 and July 2024, we committed to develop our training provision in **Justice, Equity, Diversity and Inclusion** for all our employees. We achieved this by introducing a compulsory online training course for employees and embedding this training within our induction for new employees. All current employees have completed this training.

Members of the faculty team completed a **Neurodiversity in Coaching** programme and will be sharing their learning across the faculty.



The neurodiversity in coaching training has opened our eyes to complexities of life for neurodivergent individuals and the experience that they may face during our programmes. This new awareness gives us the chance to modify our course designs and delivery to be more inclusive and address the unique needs of our neurodivergent participants."

- **Joan van den Brink, AoEC Faculty**

The marketing team completed two training courses to **improve digital communications** for all:

1. Introduction to digital accessibility
2. Accessibility in digital marketing and communications



This training had two aims. The first to become consciously aware of the different learning needs that people have and secondly, how to make our marketing and materials inclusive for our existing and future customers. We started implementing our learning immediately by adding captioning to our video content."

- **Vicky Routledge, Head of Marketing**

Community



Anti-Slavery Initiatives

We continued our **pro bono coach training** for anti-slavery organisations offering a dedicated course for volunteers and staff in the field. In the 2023 programme, 15 people registered from 14 different organisations.

Staff gathered to mark **Anti-Slavery Day** on 18 October and took part in a walk to both raise awareness and to raise funds for **Anti-Slavery International**. The walk went via Wilberforce Oak - where William Pitt met with William Wilberforce, member of parliament for Yorkshire, on 12 May 1787. They talked beneath this oak tree, and Wilberforce decided to take action to abolish the slave trade. His efforts led to the eventual introduction of the Slavery Abolition Act of 1833.

We raised £600 from our charity walk to supplement the AoEC's annual £500 Christmas donation. We have also made ad hoc donations as thank you gifts throughout the year.

With our aim of educating ourselves and others about modern slavery we recorded a **podcast with Shayne Tyler from Practical Ethics** which was released on 18 October 2023 - Anti-Slavery Day. This wide-ranging interview included Shayne's inspirational story of how, as a manager, he uncovered modern slavery within his company's fruit and vegetable supply chain. Shayne shared practical advice on how other companies can identify and prevent their exposure to slavery within their employees and production practices.

To date the recording has had 89 podcast downloads and 26 views on YouTube.



On 11 March 2024, Michèle Fein, Interim Community Engagement Officer from **Anti-Slavery International**, joined our AoEC Colleagues Day to talk to employees and raise awareness around modern slavery.

Community



Volunteering Policy

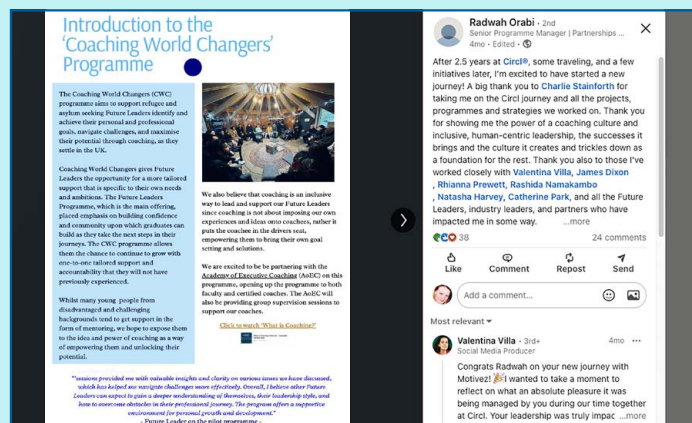
Introduced in Summer 2023, the **Volunteering Policy** has been welcomed by employees who have engaged in initiatives such as:

- Riding for the Disabled
- First Responder for the Salvation Army
- Coaching with 'Yes Futures' coaching young teens as part of their Rising Stars programme
- Coaching with Causeway

Coaching World Changers

This year we were proud to partner with **Future Leaders** www.futureleadersprogramme.org/ and provide coaching and coach supervision for the new **Coaching World Changers** programme.

This initiative delivers coaching to alumni of the Future Leaders programme, which is open to world changers from refugee and asylum seeker backgrounds aged 18-30.



“I’m...excited to share a newly launched programme I’ve been working on with Future Leaders in partnership with the AoEC - The Academy of Executive Coaching. The ‘Coaching World Changers’ programme supports refugee and asylum-seeking future leaders in achieving their goals, navigating challenges, and maximising their potential through coaching, as they settle in the UK.

After a successful pilot, we launched our first intake in July, specifically for AoEC faculty....

With the ongoing injustices and oppression worldwide—from Gaza and the West Bank to Congo,

Sudan, and beyond—innocent people are being displaced from their homes and places they belong, if not worse. We hope this programme can be of support to those who have managed to

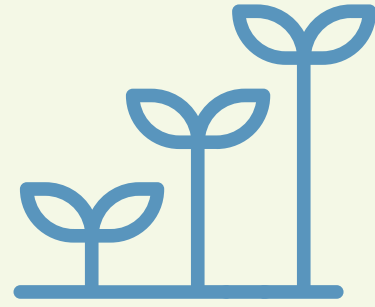
flee in rebuilding their lives for a better future. ”

– Radwah Orabi, Future Leaders - taken from LinkedIn

Looking Ahead

We will review and formalise our donations commitment to maximise our social and environmental impact. *Community Impact led by Vicky Routledge*

Environment



Environment: Committing to Sustainability

Our dedication to environmental stewardship between July 2023 and July 2024 has led to progress within the company, but this has not been without its challenges.

Measuring our Carbon Footprint

Last year we committed to establish our **carbon footprint 2022** and measure progress against reduction targets. As a company with no Scope 1 or Scope 2 emissions, we have collected the following data for our Scope 3 emissions (i.e. indirect emissions that occur in our value chain):

- venues hosting programmes and events
- digital footprint
- business travel
- working from home
- other purchased good and services

The next step is to analyse our carbon footprint 2022 and assess progress against reduction targets, before commencing data collection for 2023.

Making a Difference

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

We are about to run our sixth cohort of **Coaching in the Climate Crisis: a Certificate in Climate Coaching**. This programme supports coaches to bring the climate into their work and practices, and through our giving pledge we have reached a total of £1,350 of donations to [Cool Earth via Work for Good](#).

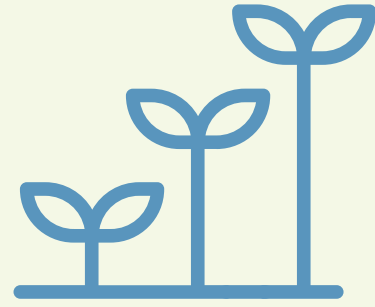


Coaching in the Climate Crisis was not only a well-structured and thoughtful course but also a powerful opportunity for self-reflection and exploration with others on this uniquely difficult topic. It was both a practical learning experience and solace for the soul. **” – Executive Coach**

We have also undertaken several projects with fellow B Corp organisation Majestical. For every new organisation they work with, Majestical sponsors a rope of Kelp. It is estimated that each meter of rope will capture 1.8 kg of CO₂ per metre per year as well as increase biodiversity and help to create jobs in the local community.



Environment



Educating our Community

We launched a podcast: [Coaching Conversations with the AoEC - Episode 11: Leading by Nature with Giles Hutchins](#) on **Climate Coaching Action Day** (6 March 2024), in addition to awareness raising throughout March 2024 - specifically in the coaching industry - as to how coaches can make a difference.

The screenshot shows the AoEC podcast player interface. At the top, there is a navigation bar with the AoEC logo and the text "Coaching Conversations with the AoEC", and tabs for "Episodes" and "About". The main content area features a large blue and white graphic on the left with the text "Coaching Conversations with the AoEC UNLOCKING POTENTIAL" and an illustration of two people in conversation. To the right of the graphic, the episode title "Episode 11: Leading by Nature with Giles Hutchins" is displayed in large black font. Below the title, the date "March 06, 2024", the series name "The AoEC", and "Season 1" are listed. A "Share" button is visible. Below the title and date, there is a play button icon, a waveform, and playback controls including a progress bar, a "15" second skip back button, a "30" second skip forward button, and a "1x" speed control. The current time is "00:00" and the total duration is "44:05". Below the playback controls, there is a "Show Notes" section with a blue underline. The notes text reads: "Marking Climate Coaching Action Day 2024, the AoEC's George Warren is joined by Giles Hutchins to discuss his work in helping organisations and leaders learn to attune with the rhythms and ways of nature, so they are better able to adapt to change. Discussing his latest book, ...".

Looking Ahead

We will review the feasibility of in-house carbon accounting and identify areas for **further carbon reductions**. *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 2023 and July 2024, we committed to introducing the **Net Promoter Score** to benchmark and monitor customer satisfaction across our programme portfolio. We identified an external supplier and worked with them to build and test a series of surveys for our Practitioner Diploma in Executive Coaching. The surveys will be introduced before the end of the year.

We also welcomed Sam Jayasuriya and Kim Cutler on to our faculty team and Dan Davies and Narinder Ubhi on to our business team.



Sam Jayasuriya



Kim Cutler



Dan Davies



Narinder Ubhi

Client Relationship Management

We enhanced our customer journey by streamlining our regular communications through our **Client Relationship Managers** both pre- and post-programme completion.

Alumni Engagement

Our **Alumni Gathering** and **Alumni Reflection** sessions took place monthly until December 2023. Between July 2023 and July 2024, we had 5 events specifically for AoEC Alumni, in addition to our annual graduation ceremony.

We developed a partnership with marketing organisation [Better Bolder Braver](#) to provide specific marketing support for our community of graduate coaches. They chose to work with us based on our B Corp status.

Impact of Learning

We published [20 qualitative interviews](#) with AoEC graduates to explore the learning experience and **longer-term impact** of training with the AoEC.

In our B2B work we piloted a new programme **Coaching as a Line Manager (CaaLM)** with fellow B Corp Shakespeare Martineau. This included a pre- and post-evaluation report to demonstrate the difference made to employees at the organisation.

Looking Ahead

We will explore how we can more systematically evaluate the **longer-term outcomes** of our programmes. *Customer Impact led by Lisa White*



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



Looking Forward

As we move into the next year, our focus remains on deepening our impact across all B Corp pillars. 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.