



Putting
**people and
planet** first

POSITIVE ●
MOMENTUM
no nonsense business expertise





Message from our founder



Business can and should be a force for good. That's why we became a B Corp, and why we continue to hold ourselves to the highest standards of ethics, sustainability, and people-first practices.

In 2024, we:

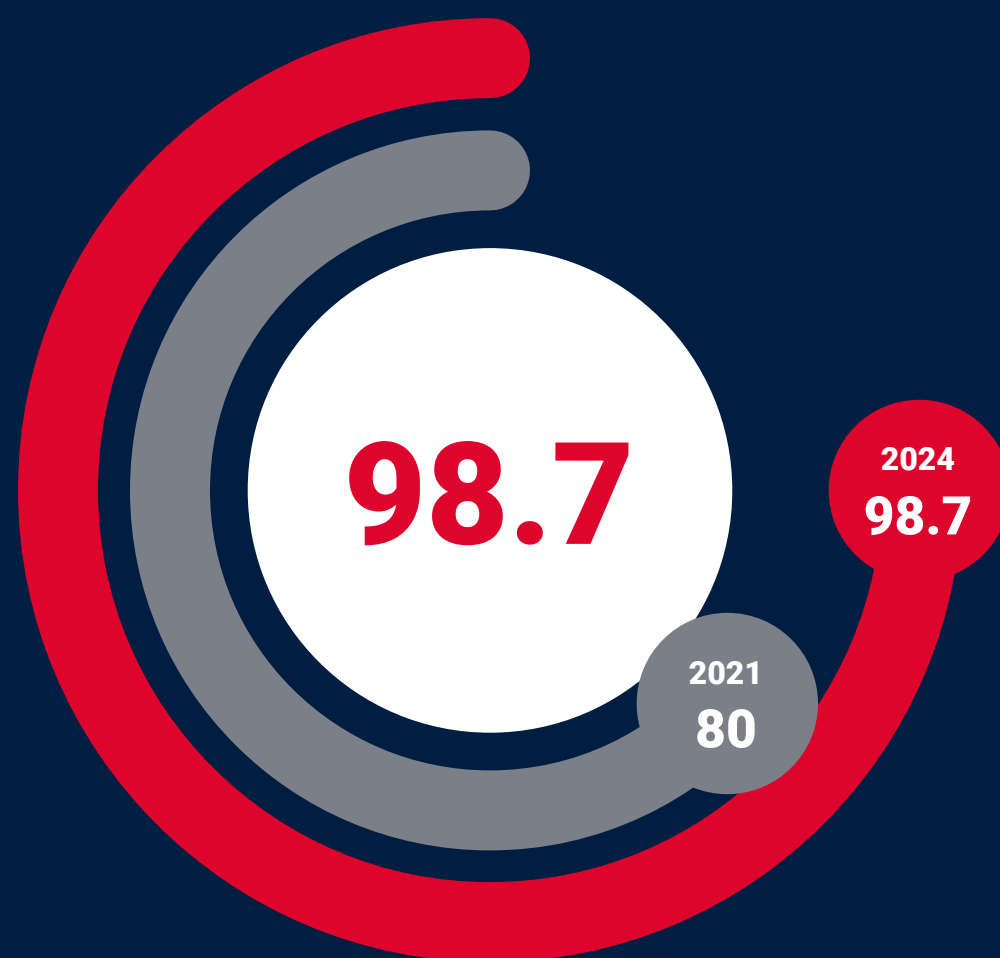
- Delivered sustainability training to all staff
- Were named a Great Place to Work®
- Offset 110% of our client-related carbon emissions
- Scored 98.7 on our B Impact recertification —well above the B Corp average
- Grown our client base by 2% to include more purpose-driven enterprises since we first become a B Corp

We're proud, but never done. There's more to do—and we're ready for it.

Matt Crabtree



Our Impact at a glance



110%

carbon offset for client engagements

82/100

weekly employee happiness score

4.2%

of revenue donated to charities

100%

staff completed sustainability training

10%

revenue targeted for NGO support

ISO 14001

certification achieved for another year.



We exist to energise
business and people for
good—helping create a
more sustainable, inclusive,
and impactful future.



Our Positive Impact Commitment

At Positive Momentum, we believe in business as a force for good. We're here to energise business and people in ways that create real, lasting impact—not just for our clients, but for society and the environment too.

We believe firmly that businesses have a crucial role to play in putting the Earth first, creating a more sustainable and equitable society, and building a happy, diverse, and inclusive workplace.

We're committed to achieving the best outcomes for people and for the planet.

This isn't about ticking boxes or chasing scores. It's about doing the right thing and doing it well.

Our commitment is already part of how we work—from the clients we support to the way we operate as a fully remote team, and through initiatives like our Social Impact and Sustainability programmes. But we're not stopping there. We're actively exploring where else we can make a meaningful difference.

This statement reflects a shared commitment across our company - whether Managing Partner, Partner or Support Team member, led with intent by our Managing Partner, and is published openly on our website www.positivemomentum.com/responsibility, because we believe in transparency, accountability, and always striving to go further.

Our name is our promise

We believe real impact comes from the combination of substance with movement—what a physicist would call mass **×** velocity.

**In our world,
that means:**

Decades of lived leadership

×

The energy to make things happen

Deep client trust

×

The curiosity to ask what others don't

Business expertise

×

A bias for generosity and progress

Energy: We believe energy is a choice and we choose the good kind.

We bring deliberate positivity, clarity, and momentum to every interaction. Not blind optimism, but the kind of energy that makes people feel braver, clearer and more capable.

Engagement: Real curiosity beats canned answers every time.

We build trust and deepen relationships through thoughtful questions, consistent connection, and meaningful follow-up. We play the long game—not just for business, but for impact.

Edge: Lead with Clarity. Challenge with care. Own the outcome.

We skip the fluff and say what matters. We offer solutions, not just observations. We lead with clarity and confidence—balancing directness with deep support to raise the bar for ourselves, our clients, and each other.



Julie Heneghan

Partner since 2022

Joining Positive Momentum wasn't just a career move for me, it was one of the best life decisions I have made.

From day one, I experienced a rare blend of personal freedom and professional growth. I am able to prioritise my family while delivering real impact for clients, proof that you can thrive at work without sacrificing and compromising on what matters.

What makes PM truly special is its culture of shared experience, our belief is that experience is something to be shared, not hoarded. I have grown in confidence, capability and reach, supported by peers who challenge and champion each other. It's a foundation that lets me do my best work, on my terms and I am proud to be part of a business that genuinely balances people, profit, and purpose.



Governance

Transparent, Purposeful Leadership.

We're small, flat, and clear about why we exist. We lead with purpose, not hierarchy—and everyone at Positive Momentum plays a role in shaping how we operate as a force for good.

What we've built:

- A clear governance model, with roles and responsibilities for all employees
- Regular strategic meetings and transparent decision-making
- Legal commitment to consider people and planet in all decisions
- A mission, vision, and values that guide everything we do
- Stakeholder feedback built into our rhythm of business
- Financial and impact performance shared openly with the team

What we're doing next:

- Embedding social and environmental objectives into leadership roles
- Formalising KPIs to track impact alongside commercial outcomes
- Continuing to track metrics like donations (4.2% revenue), carbon footprint (7t per employee), and employee satisfaction (82/100)
- Publish an Annual Impact roadmap
- Exploring updating our advisory board to advise on impact strategy and or impact advisory group

Good governance is how we stay focused, fair and accountable.

Workers

“Empowering Our People”

We support our people to thrive—professionally and personally. Whether you’re a consultant or a team member, we invest in development, flexibility and wellbeing as part of everyday working life.

What we’ve built:

- 100% remote working model with flexible hours for all staff
- Structured onboarding, 121s and regular away-days
- Funded external training, sustainability education, and mentoring
- Wellbeing benefits including pension, generous leave, life insurance, matched giving and medical cover which encourages and rewards a healthy active lifestyle
- Culture and engagement tracked weekly via Friday Pulse (current score: 82/100)
- Developed a welcoming and comprehensive onboarding programme for new employees focused on accelerating integration, confidence, and contribution

- Celebrating meaningful milestones — from work anniversaries to personal achievements — with thoughtful recognition and appreciation

What we’re doing next:

- Expanding professional development opportunities
- Enhancing our mentoring and internal career growth structures for development and learning opportunities
- Reviewing all workstreams to identify smarter, more effective ways of working that enhance employee experience
- Empowering all employees to lead a champion area aligned with their personal interests or natural strengths, fostering greater engagement and individual impact.

We believe happy, supported people do their best work — and stay longer.



Rachel Stallion

Chief Operating Officer, with PM since 2011

Working at Positive Momentum isn't just a job – it's a lifestyle and a conscious choice. After 14 years, I still genuinely love every minute of it. The flexibility here has been life-changing: I've been able to raise my daughter as a single mum, be present for school events, all while doing a job I truly love.

I've grown from Executive Assistant to Partner Support Manager, then Head of Operations, and now Chief Operating Officer. The journey hasn't just been about career progression—it's been about thriving. I'm challenged, supported, and constantly encouraged to be the best version of myself. The people here lift each other up. It's a special place, and I'm so proud to be part of it.

Community

Giving Back with Intention

We're building a more equitable society—starting with where we work and give. We support communities through donations, volunteering, mentoring and inclusive hiring.

What we've built:

- Donated 4.2% of net profits to causes aligned with our values
- Partnered with organisations like Prince's Trust, The Aleto Foundation, Generation Success and the Udayan Shalini Fellowship Programme
- Paid volunteering time and matched giving for all team members
- Delivered laptops, pro bono consultancy and mentoring to students via LAE Stratford
- Introduced blind recruitment for all recruitment in the business
- Cofunded DEI/Sustainability programmes at Judge Business School for Partner Development
- Supported social enterprises like Iconic Steps and Empathy Week

What we're doing next:

- Working towards donating 10% of year end net profits
- Commit to increasing the proportion of our suppliers that are female or minority owned
- Encouraging at least 20% of our team to volunteer regularly
- Create Social Impact and Sustainability Champion roles in the Support Team
- Leverage our Exec roundtables to spotlight ESG topics and host dedicated sessions that support women leaders and champion gender equality
- Develop a sourcing policy that reflects our no-office model. Prioritising local suppliers near our event locations to reduce environmental impact and support regional economies
- Offer pro-bono services to underserved organisations
- Consider setting up a PM Charity

**When we give well,
everyone benefits.**



Asti Neville

Executive Assistant

I've volunteered in a variety of roles — from Race Marshal and Bar Manager to Registration Desk Coordinator — with the following charities:

The Brit Trust

Cancer Research UK

Royal Voluntary Service

Choose Love

Macmillan Cancer Support

The Rainbow Trust

Ickle Pickles

Give Them a Sporting Chance

Each experience has brought something new. Working with different teams and the public has sharpened my communication skills, deepened my empathy and patience, and strengthened my ability to adapt and problem-solve — especially when events don't quite go to plan!

Environment

Putting the Earth First

We're building a vibrant, commercial business with minimal environmental impact. We reduce what we can, offset more than we emit, and help others do the same.

What we've built:

- 110% of client travel and engagement emissions offset
- No permanent offices = lower footprint
- ISO 14001 certification achieved
- Climate-positive events, tree planting, and minimal use of resources
- Free Earth First diagnostics, research, and ESG guidance shared with our clients
- All team members completed sustainability training

What we're doing next:

- Reducing carbon intensity by 5% per year
- Completing historic emissions offsetting by 2028
- Embedding sustainability conversations across all consulting engagements

The climate crisis demands urgency—we're acting now.

Customers

Driving Impact Through Client Success

We help clients lead with purpose, perform with clarity, and grow responsibly. We measure success by the impact we help our clients achieve—not just what we deliver.


What we've built:

- Client experience scored at 4.8/5
- Feefo Gold Trusted Service Award
- Named one of the FT's Leading Management Consultants (2023 & 2024 & 2025)
- All consultants follow our proprietary Positive Momentum Operating System
- Flexible, ethical commercial practices—no long-term lock-ins or up-front fees
- Stakeholder surveys and open feedback loops ensure we listen and improve

What we're doing next:

- Increasing work with purpose-driven clients by 10% year-on-year
- Offer pro-bono services to underserved organisations
- Showcase more client impact stories – particularly where we have created measurable ESG outcomes

When our clients succeed sustainably, that's Positive Momentum.



“As a not-for-profit financial services organisation our culture can be quite complex to navigate. Sarah spent time really understanding the problem we were trying to solve prior to creating a workshop tailored to our needs. What I really liked was the rounded approach, ensuring that everyone felt included in the workshop and post workshop. It has helped our management team understand that their differences is what creates a stronger team together.”

Shiona

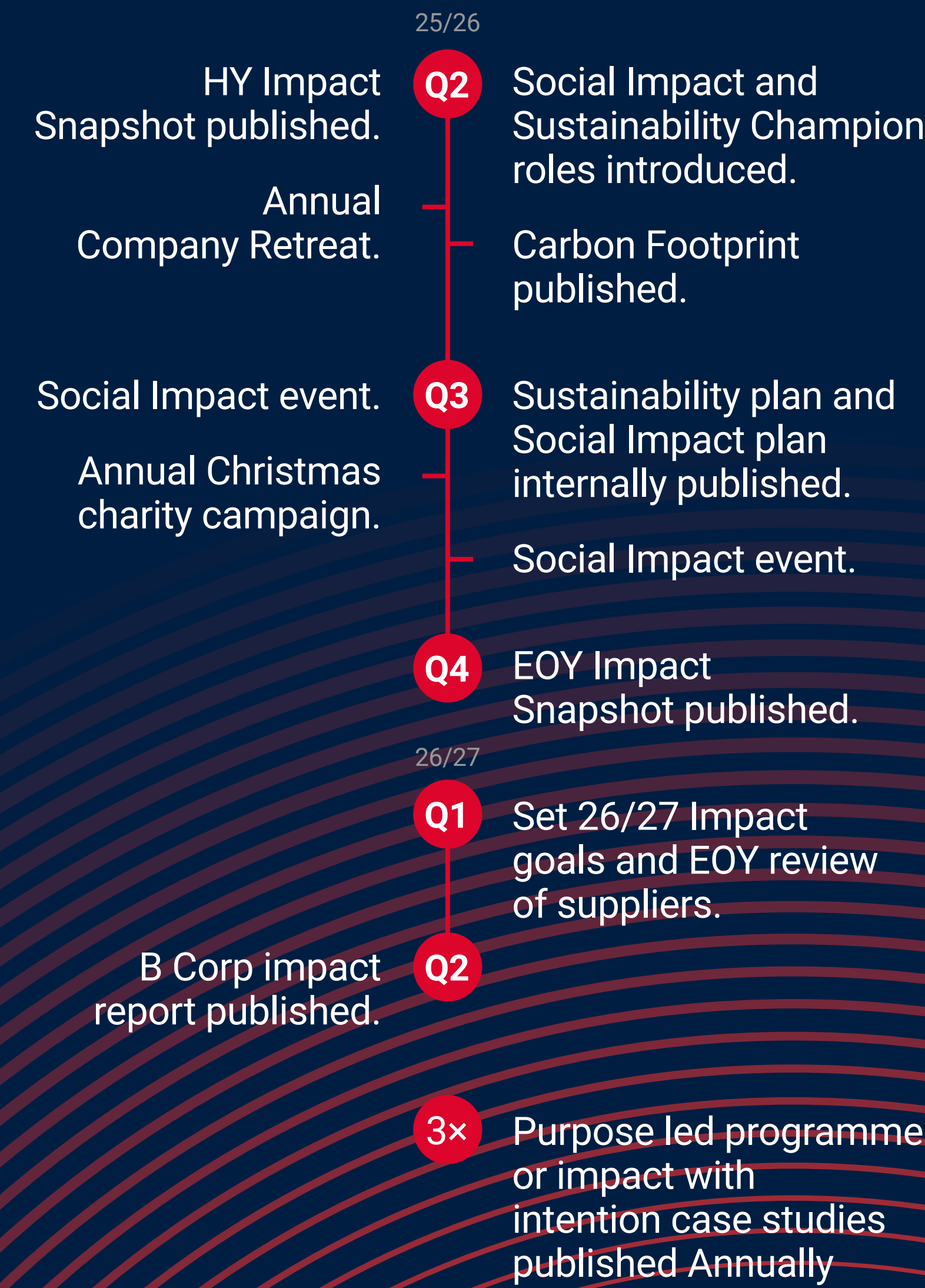
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Annual Impact Roadmap

To ensure that our commitment to people, planet and performance is measurable, visible and embedded across our business.

It's not about a score.
It's about our impact!



Governance
Transparent,
Purposeful Leadership

Objective:
Strengthen transparency
and stakeholder input.

Workers
Empowering
Our People

Objective:
Deepen investment
in development and
wellbeing.

Community
Giving Back
with Intention

Objective:
Increase
volunteering, donations
and local impact.

Environment
Putting the
Earth First

Objective:
Reduce our carbon
intensity and strengthen
internal ownership

Customers
Driving Impact
Through Client Success

Objective:
Support clients in
achieving meaningful
ESG outcomes