




Impact
Report
2024

Putting people and planet first



MCA
A POSITIVE FORCE FOR THE
ECONOMY AND SOCIETY

POSITIVE
MOMENTUM 
no nonsense business expertise

A solid red circle is positioned in the upper left corner. A thick white vertical bar is located to the left of the text, extending from the top of the text block down to the bottom of the text block.

Positive Momentum is a global management consultancy... with a difference. We provide bespoke injections of no nonsense business expertise to help organisations and the people in them to change, grow and lead. Positive Momentum consultants are all former business leaders. We understand the day-to-day because we've lived it ourselves.



A Message From Our Founder



Matt Crabtree, Founder,
Positive Momentum

Positive Momentum was founded over 20 years ago with the belief that business was evolving and that consulting needed to evolve with it. Tired of PowerPoint wielding consultants, I knew that something far more practical and pragmatic was needed. Fast forward a few years, and business has evolved again. Global events in recent years have made us realize just how interconnected we all are. More than ever businesses are acknowledging the critical role they can play in creating a more sustainable and equitable society.

As our business grew and matured we realised we need to have a strong foundation in place from which to build on our pledge to make Positive Momentum a force for good. Joining the B Corp™ movement seemed like a meaningful way to do this.

We continue to work on our goals, but highlights of 2024, so far, include:

- Rolling out sustainability training for all staff
- Becoming a Great Place to Work
- Being voted one of the FT's Leading Management Consultants for the second year in a row
- Offsetting 110% of carbon emissions from all our client engagements

We are proud to have scored above the B Corp average for our sector in all five areas and we are particularly delighted to have scored highly for the way that we treat our staff. We believe that paying it forward starts first and foremost with the way we treat our own people and we do the utmost to support the well-being of our employees and to develop their potential to the fullest.

Since becoming a B Corp in 2021, we have developed stronger governance, more ethical ways of doing business and we are constantly working on ways to put people and planet first.




Our Journey to Certification




Choosing B Corp as our measure

After careful consideration, we chose B Corp certification in 2021 as our measure of impact. We knew that it would not be easy, but we were seeking a stringent measure of our social and environmental impact. We were reassured that the standards required to achieve B Corp status would be high, and therefore meaningful.



Talking the talk and walking the walk

As a business that advises other businesses on sustainability, diversity and inclusion, ESG strategy and the journey to Net Zero, we believe that our B Corp credentials are vitally important in giving credibility and helping us walk the walk, as well as talk the talk. One additional advantage of having been through the B Corp process ourselves is that we are well placed to advise clients on the journey, all that it entails and the highlights and challenges of the process.



Building a better business

Since becoming a B Corp we have re-committed to doing business better and helping our clients to do the same. We have an increased focus on putting the Earth first, investing in the well-being, training and development of our people and building a happy, diverse and inclusive workplace. It is a daily reminder to always look beyond the bottom line and seek the best outcome for our people and for the planet.



Continually setting new goals

Each year we evaluate our goals and set new ones. This is part of our continued push forward to creating a more sustainable and equitable business and society. We welcome the opportunity to transparently set out our goals and our progress here in this declaration.

Our B Corp Impact Score

We currently have an overall impact score of 88.8.

In 2024, we submitted an impact score of 108.
At the time of writing we are awaiting verification of this score.



- 50.9 Median Score for Ordinary Businesses
- 80 Qualifies for B Corp Certification
- 88.8 Positive Momentum Overall B Impact Score 2023
- 108 Positive Momentum Overall B Impact Score 2024 (as submitted, awaiting assessment)

Our goal for 2024

In 2024 we are aiming to maintain a score of 100+. We are continuing to examine our business practices, improve how we deliver for our customers, reduce our impact on the planet and improve our work environment for our employees.

Impact scores as submitted for assessment. At the time of publication we are awaiting verification of these scores.



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Governance

We are committed to operating ethically, with purpose and transparency, considering and engaging our stakeholders in all that we do.

We strive for transparent governance

As a small business with a flat structure, we are committed to transparency in all that we do.

What we've already been doing

- We have a formal organisational chart outlining the management and reporting structure of the company
- We have created written job descriptions for all employees
- Holding regular management team meetings to plan strategy and make operational decisions
- Financial performance and information regarding the Board of Directors is made available to employees and stakeholders
- Regular meetings and surveys to gather information from employees, clients and other stakeholders
- Stakeholders are a key consideration in all decisions that we take – this is embedded into our company's legal articles
- We have started recording and tracking key social and environmental performance areas
- We have a clear vision, mission, values and principles that are shared with all stakeholders

What we said we'd do in 2024

- Incorporate social and environmental performance into the job descriptions of our manager roles **ACHIEVED**
- Set KPIs to track our social and environmental objectives **ACHIEVED**
- We are now tracking charitable donations (4.2% of revenue), carbon footprint (7 tonnes per employee) and employee satisfaction (95%)



Governance evaluates a company's overall mission, engagement around its social/ environmental impact, ethics, and transparency.

Impact scores as submitted for assessment. At the time of publication we are awaiting verification of these scores.

OUR VISION

A new standard of management consulting. No nonsense, laser focused on outcomes, working to the highest certified standards of environmental & social responsibility and only ever delivered by seasoned former leaders

OUR MISSION

We use our real world experience to deliver real change real fast for our clients

OUR PURPOSE

We help organisations and the people in them to change so that they can grow

OUR VALUES

ENERGY • ENGAGEMENT • EDGE



All underpinned by the highest standards of B Corp® certified environmental and social responsibility

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Workers

We do our utmost to support the welfare of our employees and to develop their potential to the fullest.

We invest in training and developing our staff

Our full-time Executive Assistants are trained in our service methodology to deliver “rockstar” support to their partners and their clients.

What we’ve already been doing

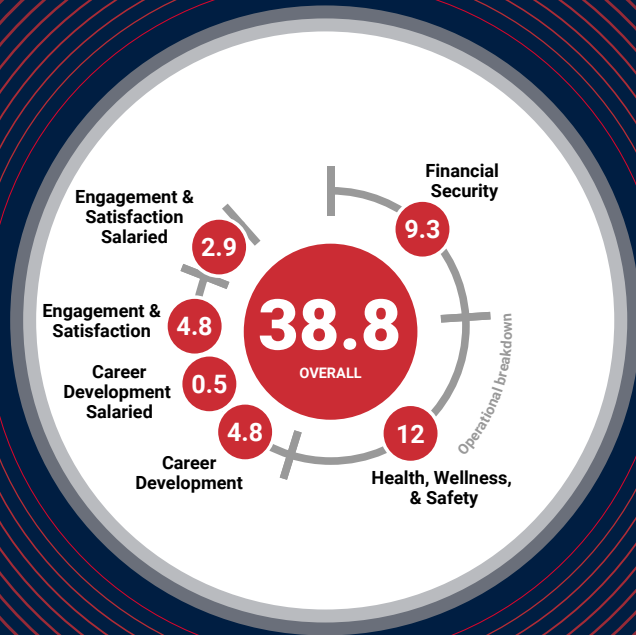
- A thorough onboarding program to support new team members, including workshops and work-shadowing
- An ongoing development programme for all employees
- Sustainability training program for all staff
- A professional development focused away-day every four months
- Regular 121s and performance reviews where the focus is on looking for opportunities to develop career progression
- We fund external training and courses for employees who are keen to develop their skill-sets further
- Our employees work fully from home with flexible hours to support their lifestyle needs
- Employees are encouraged to take time out of their working day to do something for themselves
- Regular team-building off-sites such as learning sessions, company and client events, all-expenses paid lunches and spa days
- Our employee wellbeing package includes pension, generous holiday, life insurance and matched giving
- We have a staff engagement platform to measure staff happiness and engagement

What we said we’d do in 2024

- Apply for a Great Place to work certification **ACHIEVED**
- Introduce a trainee Executive Assistant program **ACHIEVED**
- Introduce medical insurance to our staff well-being package **ACHIEVED**
- Develop a more formal mentoring program **IN PROGRESS**
- We are working with local projects on a 121 basis, and are still working on developing a more formal, team-based structure

Our plans for the next 12 months:

- Increase opportunities for our workers to participate in external professional development



Workers evaluates a company’s contributions to its employees’ financial security, health & safety, wellness, career development, and engagement & satisfaction.

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It’s official! We are a Great Place to Work®

We are thrilled that in 2024 we earned the title of one of the UK’s Best Workplaces™

from Great Place To Work®. This is a global authority on workplace culture and leads the industry with a rigorous, data-based model for quantifying employee experience.

Our Employee Happiness KPI score

We continually measure our employee happiness using Friday Pulse. We currently have a weekly Happiness score of 82.

Using key pieces of information collated by Friday Pulse we are benchmarked quarterly against similar size organisations, industries and locations. We are proud to place well above average in comparison to our peers.



“



Landing my first client at Positive Momentum was made a whole lot easier from the structured training, mentoring and peer-to-peer support. This formula has given me the confidence to sell and deliver so much more effectively than I could have ever achieved on my own.

Alex Hambrook, Positive Momentum Partner



Working at Positive Momentum isn't just about the job; it's about being part of a supportive team where a friendly atmosphere is the norm. My flexible hours allow me to manage my personal commitments and with the support of my colleagues, every day brings new opportunities for growth and success. I feel working for Positive Momentum allows me to thrive both personally and professionally and I feel a genuine sense of belonging.

Beverley Kursten, Executive Assistant

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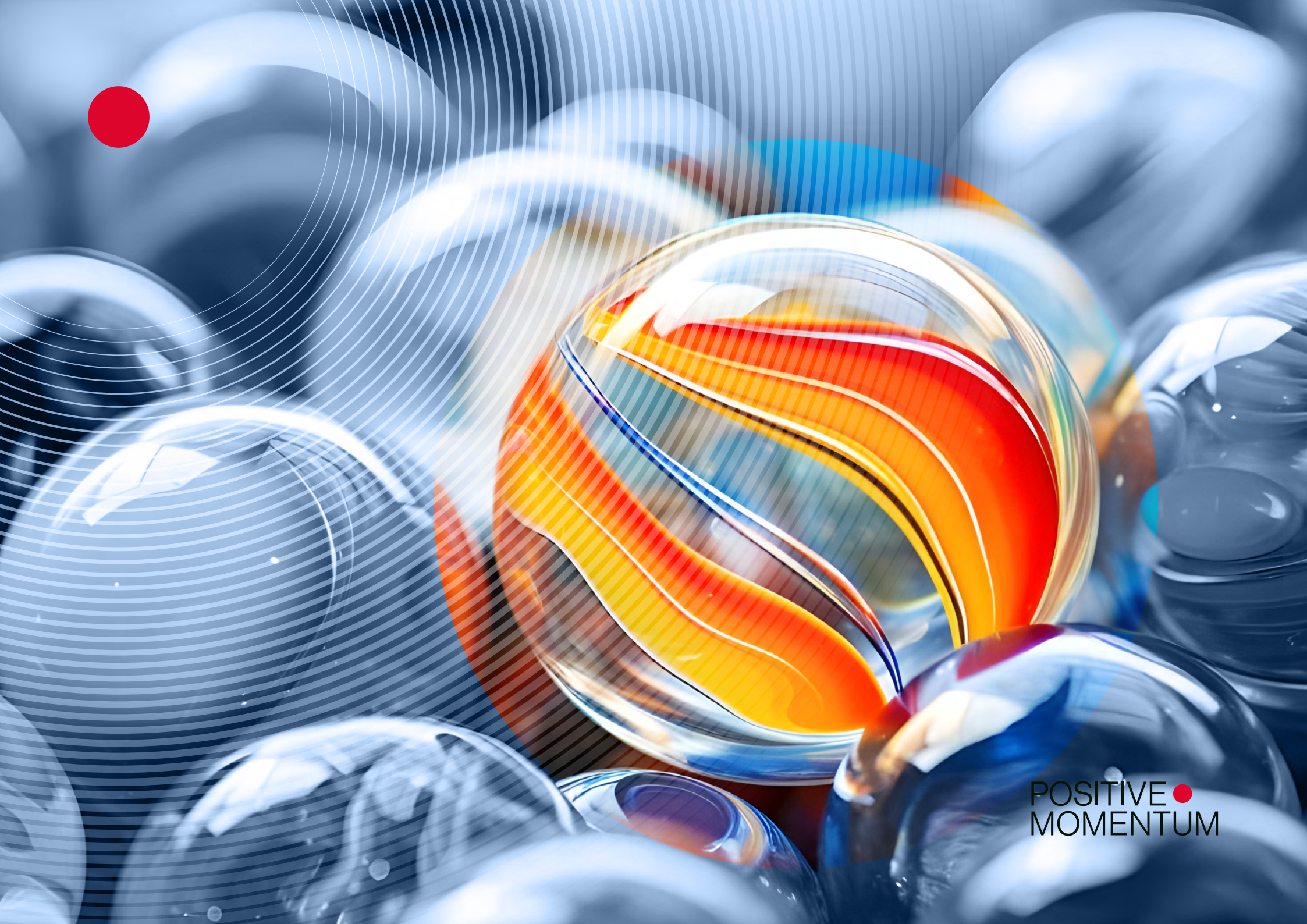
The Positive Momentum Story



A Day in the Life of Positive Momentum

We recently commissioned a short film that explores what it's like to be part of Positive Momentum. [You can watch the short film here](#)

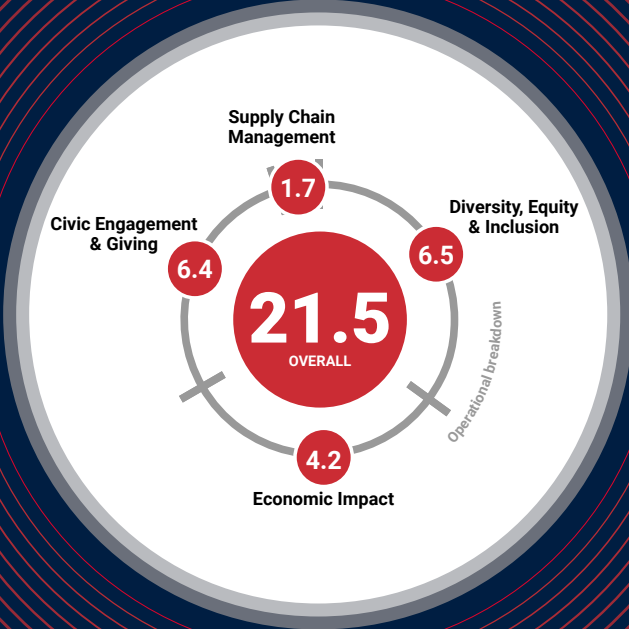




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Community

We are committed to creating a more equitable society and working with clients, partners, employees and other stakeholders in an ethical way.



Community evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from. Topics include diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management.

We pay it forward

We believe in transforming young lives, supporting the next generation of leaders and embracing equity in the workplace

What we've already been doing

- Employees have paid time off to volunteer and many of our team sit on or chair boards
- Matched giving scheme for any charitable donations our team make
- Our annual client conferences are held in aid of The Prince's Trust
- Many of our team mentor young people via The Aleto Foundation, Generation Success and the Udayan Shalini Fellowship (USF) program
- Positive Momentum India supports the Udayan program which protects and nurtures vulnerable young people. Our Indian business contributes 10% of earnings to Udayan
- We support and volunteer with Sharewear – which provides emergency clothing, shoes and bedding to people in need
- In 2023 we worked with LAE (Learning Academy of Excellence) Stratford to provide laptops, mentoring to students and pro bono communications consultancy
- To support diversity and divergent thinking in our business, we have developed a blind recruitment process to help us combat unconscious bias
- Funding five of our partners to complete a Diversity & Inclusion course at Judge Business School – we are using their learnings to help us improve in this area

What we said we'd do in 2024

- Donate 10% of our annual net profits to support NGO's/Not for Profits who are doing work that's in line with our Environmental and Social focus areas **NOT ACHIEVED**
- So far we have donated 4.2% of net profit and we are continuing to work on this goal
- Extend our supplier audit to further increase diversity in our supplier base **ACHIEVED**
- We have completed our supplier audit and are now working with more social enterprises such as Iconic Steps & Empathy Week
- Organise a charity fundraising event **ACHIEVED**
- Our Founder cycled 160 miles, from Hertfordshire to Somerset, raising funds for 20 charities. He was joined by other Positive Momentum partners for portions of this ride.

Our plans for the next 12 months:

- Get closer to achieving our goal of donating 10% of annual net profits to support NGO's/Not for Profits in line with our Environmental and Social focus areas
- Further diversify our donations across the following areas: food hunger, education, water, poverty
- Expand diversity in our supplier base so that by the end of 2024 at least 10% of our suppliers are businesses that are female or ethnic minority owned
- Encourage our workers to commit to volunteering so that at least 20% of them regularly give back to their local community



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Our Work In Action.

As well as embracing diversity in our own business we also help clients develop their own diversity and inclusion strategies.

Celebrating IWD at Positive Momentum

We are proud to support International Women's Day each year and showcase extraordinary women from our community. Our annual client event celebrates and spotlights female leaders in our industry.

Inclusive Talent Development at Cynergy Bank



The client

Cynergy Bank provides financial services to business owners, property entrepreneurs and family businesses.

The challenge

The company's strategy is to provide first-in-class service by overlaying the best of financial technology with value adding human relationships. Mindful of the importance of accessing critical talent to meet its transformational service commitments, the bank wanted to develop a programme to accelerate the retention and development of leadership talent.

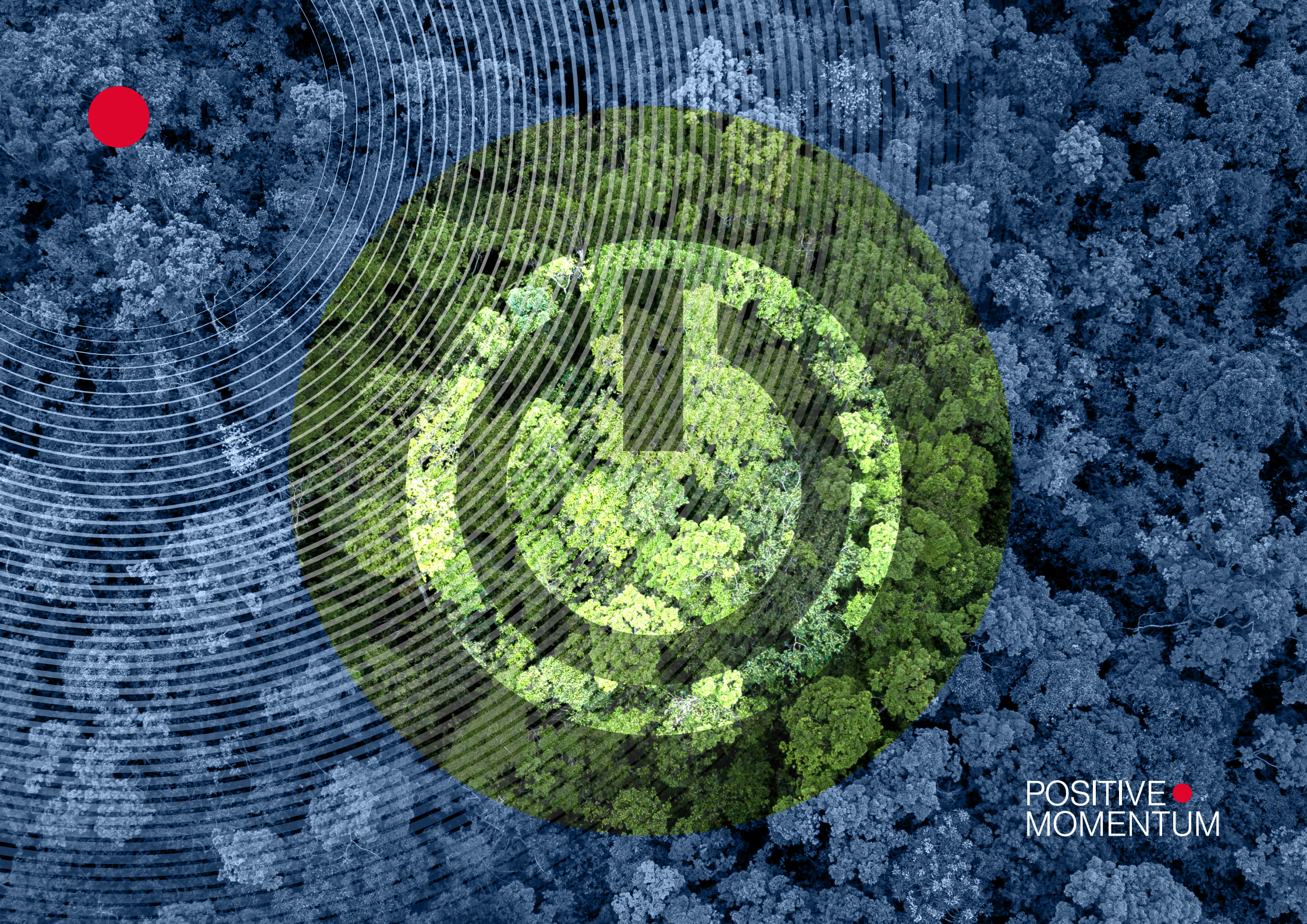
The solution

Working closely with senior leadership, Positive Momentum defined what building leadership talent looks like at Cynergy and developed a structured leadership development framework, to be delivered in partnership with the bank's senior leadership and Exco team. The framework includes a blend of business insights, key business related projects, exposure to senior leaders at the Bank, mentoring, personal development masterclasses and 1:1 coaching.

The outcomes

This programme is aligning and realising Cynergy's ambitions for inclusive leadership development. It provided an independent assessment of talent and valued diversity as part of the assessment process. As well as providing a development pathway for future leaders of the business, the program is helping to meet Cynergy's D&I targets (e.g. % females in senior roles). The program will also support commercial performance in support of bank strategy.





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Environment

We are committed to caring for our planet and operating a sustainable business.

Caring for the planet

We aim to limit our effect on the planet to the greatest possible extent whilst still attempting to develop a vibrant commercial business.

What we've already been doing

- We are continuing to reduce emissions in line with the Paris agreement 1.5C
- We gained our ISO14001 certification
- We offset 110% of client engagements and partner travel
- To limit our environmental impact, we have no permanent offices
- Our annual conferences are climate positive events and we plant a tree for each attendee
- Evaluating our use of resources carefully and being as economical as possible in our use of collateral and transportation
- We're a climate positive company through Earthly



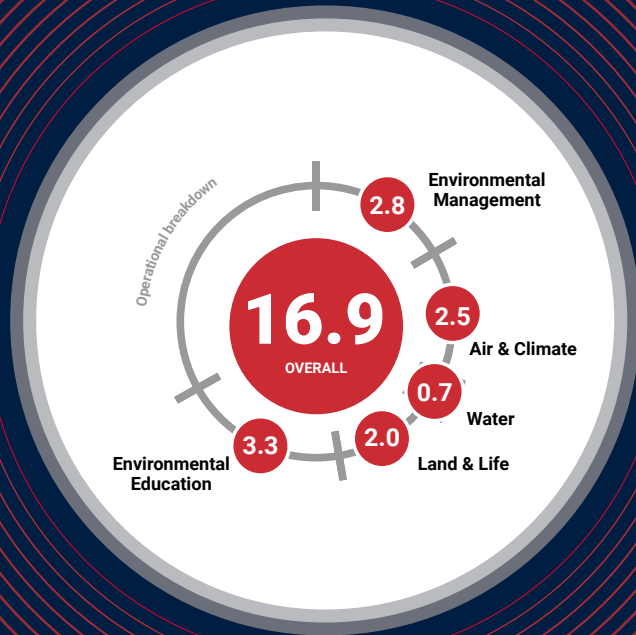
- Advising on ESG strategy and helping other businesses become regenerative
- We continue to publish free guidance, advice and diagnostics to help our community of business leaders on their Earth First journey

What we said we'd do in 2024

- Continue with Phase 2 of offsetting the remainder of our historic emissions **IN PROGRESS**
- We have offset our founding partner's historic travel
- Develop a plan to reduce our emissions intensity **ACHIEVED**
- Our plan and goals are in place
- Complete an internal education program on sustainability so our team of consultants can promote the benefits of becoming a B Corp and taking a more Earth First approach **ACHIEVED**
- This training was delivered to all staff in early 2024

Our plans for the next 12 months:

- We are aiming to reduce our overall carbon intensity by 5% each year
- We will have offset our historic emissions by 2028



Environment evaluates a company's overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity. This includes the direct impact of a company's operations and, when applicable, its supply chain and distribution channels.

We have achieved ISO 14001 Certification.

This rigorous process assesses an organisation's impact on the external environment and demonstrates our ongoing commitment to reducing waste, pollution and energy consumption.



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Customers

We strive for the highest standards of client service and value.

We deliver excellent outcomes

From start to finish we're obsessed with understanding and achieving positive outcomes for our clients. We do not sell a set piece or a one-size-fits all solution to our clients and we don't wallow in academic exercises.

What we've already been doing

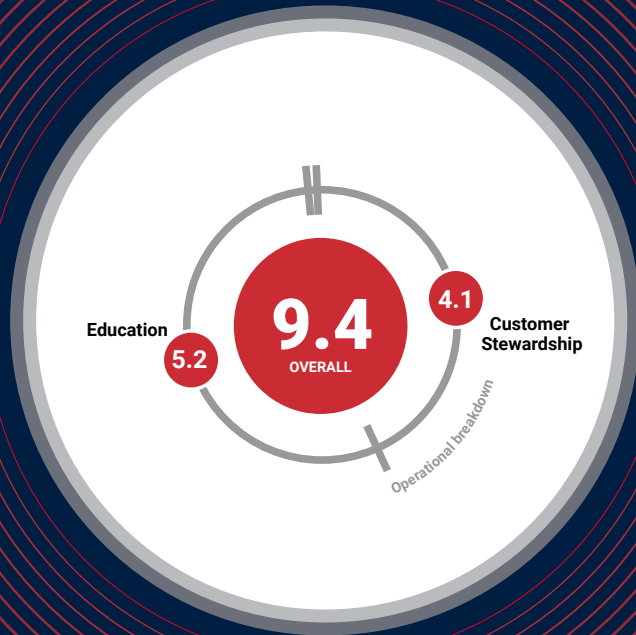
- All our consultants work to our proprietary 'Positive Momentum Operating System' which enshrines our standards of conduct, quality and consistency
- We encourage clients to pay for projects in stages and never oblige them to long term contracts or up-front fees. We stand by the value each stage of our work delivers.
- Our Customer Advisory Board critically reviews performance and plans. We also have a survey process to acquire feedback from all clients on their experience of working with us.
- We are a member of the Management Consultancies Association. This means our business has been assessed and meets the very highest standards of excellence.
- We are delighted to have been awarded a Feefo Gold Trusted Service Award for excellence in customer service
- In 2023 and 2024 we were awarded a position as one of the Financial Times' Leading Management Consultants
- In 2024 we were awarded a Brandon Hall award for Human Capital Management for an Enterprise Leadership Program we delivered with American Express
- We provide free education and support to our clients in the form of research papers, Earth First diagnostic tools and tips. We also provide leadership advice in the form of two podcasts, Meet The CEO and Full-time to Fulfilled.

What we said we'd do in 2024

- Introduce some pro-bono work on Net Zero projects **ACHIEVED**
- Our partners' pro bono work included running a workshop and round table at ISE 2024 event

Our plans for the next 12 months:

- Increase the work we do with purpose-driven enterprises by at least 10% on last year



Customers evaluates a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels.

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Positive Momentum Net Zero and CDR Removal projects

We have worked with clients on the following projects:

- Building the case for a Climate Investment Fund for investing into long-term, nature-based carbon removals
- Launching a Sustainability Business unit that is helping to validate the use of location data underpinning all Science Based targets for Nature and development of Nature based removals
- Developed a strategy for scaling up Trase: a Data Solution for ending deforestation linked to agricultural commodities
- Launch of a coalition aimed at using the national quality infrastructure to accelerate progress on Net Zero



Our Work In Action.

Here are just a few examples of how we've used consulting excellence to deliver value to our customers.



Deltek

We helped Deltek achieve a 20% improvement in sales productivity and win rate.

That's Positive Momentum



We helped Mercia transform their culture to achieve double digit growth.

That's Positive Momentum



BUNZL BCHS
Cleaning & Hygiene Supplies

We helped Bunzl Cleaning and Hygiene Supplies to significantly improve customer service and get their local business back into growth mode.

That's Positive Momentum



CREDERA

We helped Credera restructure their leadership to achieve 35%+ growth.

That's Positive Momentum

The Time to Act is **Now**

Thank you for reading our Impact Report. Our work is never done, but we are always looking for ways to develop and improve our business practices for the greater good. If you have any feedback on any area of this report, please do get in touch.

If you are considering becoming a B Corp, we will happily share with you our experience on the process, benefits and all that being a B Corp entails.

Contact Us:

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