

Magnus Consulting B Corp Impact Report July 2025

It's been a big year for us, we've grown as a business and a team significantly whilst continuing to hold our B Corp values front and centre of who we are and what we do. It guides our every day, as we strive to do better, help our clients have better working experiences and educate others on the benefits and positive impact of doing business in the right way and not at any cost. Where both people and bottom line can thrive without harming the environment or employees.

We help ambitious businesses align marketing and sales on where to play and how to win, embedding strategy, behaviours, and systems for teams to succeed. Fast.

As a B Corp, we're focused on building a business that delivers long-term impact - for our clients, our people, and the communities we're part of. This report is a snapshot of what we've been up to in the last year and where we're heading next as we start to prepare to re-certify under the new standards.

What we have been up to

GOVERNANCE

Governance evaluates a company's overall mission, engagement around its social/environmental impact, ethics, and transparency. This section also evaluates the ability of a company to protect their mission and formally consider stakeholders in decision making through their corporate structure (e.g. benefit corporation) or corporate governing documents.

- Maintained weekly L10 meetings to review key business metrics (such as revenue, pipeline and delivery) alongside progress on quarterly rocks. This keeps the team aligned, informed, and connected to company goals through consistent transparency and shared accountability
- Continued our board meeting cadence, including engagement with a Non-Exec Director (NED)
- Evolved the management structure and formalised the management team, now consisting of the Managing Partner and three Partners
- Implemented quarterly off-site management days to define the strategy, with all outputs shared directly with the team to ensure full transparency across Magnus
- Maintained regular visibility around how the business is performing and where we're heading

WORKERS

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

- We now offer private healthcare to all full-time employees
- Developed a new role framework, pay bands and appraisal process focused on transparency, progression and development – rolling out next month
- Onboarded a new external HR team who refreshed our policy guide and supported the clear communication of it to the whole team. Enhanced policies for all employees included long-service holiday entitlement; increased paid maternity, adoption, and paternity leave; neonatal and carer's leave; extended bereavement entitlements, and greater flexibility for shared parental leave.

COMMUNITY

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.

- Held a 2-day off-site for the whole team in Q2 to recognise and celebrate their contribution to meeting last year's goals and to focus together on the next 12 months' priorities
- We now offer equity through the UK EMI scheme as part of our commitment to recognising long-term contribution, ensuring our team shares in the value we're building together

- Maintained our 5% profit pledge, giving back 5% of annual profits to charitable causes as part of our long-term commitment. We donated to [Greater Change](#), a charity supporting people out of homelessness for good.
- Stayed actively involved in a community of like-minded B Corps in our supply chain, including referring creative work to a B Corp creative agency, hosting client lunches at a B Corp restaurant in the City, and prioritising any client gifting from B Corps.
- Continued as an active member of the B Corp alliance, staying connected to and sharing learnings with similar businesses committed to continuous improvements for good.

ENVIRONMENT

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.

- Started a partnership with Seedling to calculate our carbon emissions, so we can set reduction targets and take practical steps towards lowering our footprint
- Reduced unnecessary international business travel and actively prioritised new clients with a UK or European HQ
- Enhanced and embedded hybrid working in our refreshed policies, with team members predominantly working from home to reduce our travel impact

CUSTOMERS

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.

- We were honoured to be acknowledged in the Financial Times UK's Leading Management Consultants 2025 list – a recognition that reflects the hard work and expertise of our team in delivering real, continuous value.
- Built out and began embedding a more structured client feedback system, making it easier to listen, learn and improve how we work.
- We continue to work with clients who align with our values - prioritising growth that drives broader positive impact. This includes partnering with a B Corp-certified private equity firm and supporting two of its portfolio companies
- Achieved an NPS of 93, demonstrating our commitment to delivering real value and results to our clients that investors notice, leaders trust, and teams can sustain.
- Onboarded an external IT partner to enhance security, ensure compliance, and support our internal systems - reinforcing trust and reliability for our clients.

Goals for the next 12 months based on the new key areas

PURPOSE & STAKEHOLDER GOVERNANCE

Companies act in accordance with a defined purpose and embed stakeholder governance in decision making. By doing so, they contribute to an inclusive, equitable, and regenerative economic system for all people and the planet.

- Review and refine our purpose and impact metrics in line with the new B Corp standards, ensuring we have a clearly defined public purpose that drives meaningful positive impact on society and/or the environment
- Set clear KPIs to track progress and continuous improvement against that purpose
- Embed this purpose into how we operate, to ensure B Corp principles continue to be lived throughout the business
- Explore recognition opportunities such as 'best place to work' to demonstrate a strong, values-led culture

FAIR WORK

Companies provide good quality jobs and have positive workplace cultures.

- Roll out new role framework, pay bands, and appraisal process
- Introduce a more robust process to measure workplace culture for both employees and associates
- Explore enhancements to our benefits package informed by team feedback on what matters most

HUMAN RIGHTS

Companies treat people with dignity and respect their human rights.

- Deliver sexual harassment and cyber security training courses later this year
- Develop and implement a reporting mechanism so employees, associates or suppliers can flag concerns safely and confidentially

CLIMATE ACTION

Companies take action to combat the climate crisis and its impacts.

- Publish our climate action plan with the support of our partners, Seedling

GOVERNMENT AFFAIRS & COLLECTIVE ACTION

Companies play a leadership role in fostering shared understanding and implementing solutions toward an equitable, inclusive, and regenerative economy. This role includes a fair and responsible contribution to their operating countries' economies and infrastructure.

- Collaborate with industry peers and organisations to communicate the B Corp pledge and progress the movement

Please do get in touch if you'd like to hear more about our B Corp journey

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