



HIGSON

# IMPACT REPORT 2023

*How we are making  
a positive impact*



# A FEW WORDS FROM OUR FOUNDER



I set up Higson with the vision to create a sustainable business that had a positive social impact in the world, where we could share our expertise with others and genuinely make a positive difference. I was driven to create a culture where every individual felt included, could thrive and loved the work they do.

My guiding principles are to be kind, to think about the impact every action has and to genuinely care about the clients we work with, the team and our planet. We are always asking "how can we do this better?" and that is something I never want us to lose. It helps us go above and beyond and always do our best work.

## Our values



We create a social and environmental impact



We continuously improve



We go above and beyond



We believe having fun makes for success



We create lasting behaviour change

*Augusta Virian*  
CEO



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# 2023 IMPACT

487 HOURS OF TRAINING



ACROSS 14 COUNTRIES

98%

would  
recommend  
our training



WE ARE A



Certified B  
Corporation

WE DONATED TO CHARITY

20% PROFIT & 494 HOURS

AWARD  
WINNING  
CULTURE  
OUR TEAM SHARED

95%

BELIEVE  
THAT THEY HELP  
ACHIEVE SOMETHING  
VALUABLE

100%

FEEL ENERGISED  
AFTER A MEETING  
WITH THEIR  
MANAGER

# BUSINESS FOR GOOD

## CERTIFIED B CORP

We are officially certified as a B Corporation with an "outstanding" impact score of 113.

We have designed our business to balance profit with people and the planet. This certification is evidence of our commitment to making a positive impact in the world.



- 113.3 our overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 median score for all businesses



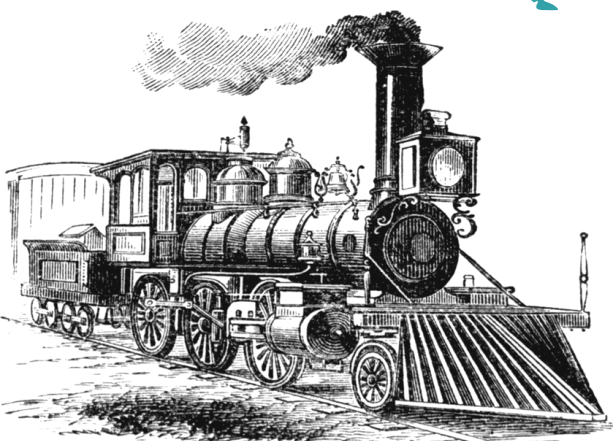


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# CLIENTS

One of our values at Higson is to go above and beyond and we are committed to always do this with our clients. Our mission is to create positive lasting impact and we do this by putting our clients first, focusing on long-term collaboration and always asking ourselves: "what more can we do to create lasting behaviour change?". We are really proud of the work and impact we have achieved this year and the amazing clients we have partnered with.

**487 HOURS OF TRAINING  
ACROSS 14 COUNTRIES**



**DELIVERING VIRTUALLY OR  
TRAVELLING BY TRAIN TO  
LUXEMBOURG, ZURICH AND UK CITIES**

1

# OUR CLIENTS

We have helped 18 clients this year  
Our retention rate is 100%

**98%** of individuals would  
recommend our training



# 1 SOME OF THE PROGRAMMES WE HAVE DELIVERED

## Neurodiversity:

- Leading and supporting autistic individuals

How to **present and pitch** with confidence

How to be an **inclusive leader**, understand bias and create psychological safety

Building **resilience** supporting **mental health** and preventing **burnout**

Leadership skills: how to **coach, lead and empower**

Building and embedding **strategy, mission, vision and values**

Higson has consistently delivered **top-notch content**. What truly sets them apart is their **commitment to customisation**. Their **collaborative approach** has made our partnership with Higson truly outstanding. Higson's sessions actively engage participants, fostering a sense of involvement and satisfaction. I highly recommend Higson for anyone seeking high-quality, customised, and interactive training. They have been an invaluable partner for our team and organisation.

Maiko, Schrodgers



# 1 OUR CONSULTANCY WORK: HELPING OUR CLIENTS ENHANCE THEIR CULTURE

We helped transform Ticket Tailor's culture through assessing and **benchmarking** their entire employee lifecycle

We improved Opus' new starter experience by creating an **onboarding playbook** and delivering supporting training

We improved Irwin Mitchell's **recruitment process**, ensuring inclusivity, consistency and a positive candidate experience

We co-designed and facilitated Sunset + Vine's **leadership strategy awayday**, to plan, look ahead and excite the team



# 1 CONSULTANCY BENCHMARKING

This year, we launched our new benchmarking platforms to develop tailored solutions for our clients and help drive sustained behaviour change. We can now benchmark your people processes, culture and leadership approach. We share practical recommendations to improve your culture, engagement and performance.

## CULTURE ASSESSMENT

We can benchmark your culture through assessing your entire people process. We would identify areas within your people strategy for improvement and share practical actions to achieve your goals.

## INCLUSION BENCHMARKING

We can benchmark how inclusive your culture is. Testing different dimensions of inclusion, sharing strategies and focus areas for enhancement and engagement.

# 1 WHAT OUR CLIENTS SAY

"I thoroughly enjoyed the session and have already implemented my actions. I thought both the **content and facilitation were top-notch**. Thank you for all your hard work in the design and delivery of the programme – we're thrilled to have found such brilliant partners to work with"

**Melanie S  
C. Hoare and Co.**

"I would recommend Higson to anybody who wants to try and think a bit differently about how they approach winning business"

**Jeff,  
Sunset+Vine**

"I have been on a lot of business development trainings in my life and this is **one of the best sessions I have ever been to**"

**Faye Bargery,  
Irwin Mitchell Solicitors**

"I highly recommend Higson for anyone seeking **high-quality, tailored and engaging training**.

Sessions are interactive, informative, and do a great job at engaging a diverse global team."

**Sophie  
Cool Earth**

"Higson have provided great training to the team. **Always thought provoking, sometimes challenging and permanently rooted with practical tools** that we can use straight away"

**Ed Tomlinson,  
Irwin Mitchell**



1

# AWARDS, PANELS AND PODCASTS



Our founder Augusta was invited to speak on the 'A Little Bit Radical' podcast. [Listen here](#) for strategies to live your values and why we love being a part of the B Corp community.



We were delighted to have been nominated for Organisation of the Year by Powerwomen City Wealth Awards 2023! Augusta has also been nominated for the Woman of the Year - Rising Star.

Augusta volunteered for the second year on the Bates Wells Foundation: Stephen Lloyd Awards as a judge, to support upcoming charities.

STEPHEN  
LLOYD  
AWARDS



Coran spoke at the Upstream HR roundtable, designed for HR leads of businesses in Hammersmith & Fulham to meet and solve common challenges. We shared practical strategies to enhance engagement and foster a positive work culture.

SME  
news

**BUSINESS ELITE  
AWARDS**

**EMPLOYEE DEVELOPMENT  
CONSULTANCY OF THE YEAR  
2023 - LONDON**

# 2 COMMUNITIES

We partner with and donate our time and expertise to a diverse range of charities who we believe are doing impactful work. We run pro-bono training programmes, coach leaders and donate part of our profits to create positive impact in the community.

The charities we have worked with this year



UNLIMITED



2

## OUR SOCIAL IMPACT IN NUMBERS

£28,600

Training investment  
**DONATED**

494

Pro-bono hours  
**GIVEN**

£35,000

Raised for Free to Be  
**FUNDRAISER**

£8556

Donated to  
**CHARITY**





# 2

## PARTNERSHIP WITH FREE TO BE KIDS



Higson support Free to Be Kids, through both **volunteering** our time and a huge annual fundraising event.

Free to Be Kids are an incredible charity that supports disadvantaged children in London. They take children on outdoor adventures, supporting them to feel brave, proud, adventurous and successful – often for the first time in a very long time or ever.

“ It’s such an incredible and rewarding experience to organise such a wonderful event and very proud that the money is going to fund 70 new places for children to join Free to Be Kids! ”

Charlotte Duckworth

HIGSON FUNDRAISED  
**£35,000**  
FOR FREE TO BE KIDS



# 2

## OTHER KEY CHARITIES WE HAVE SUPPORTED



### YOU MAKE IT

We are proud to be a part of the **You Make It** programme who transform the lives of young women.

Our workshop on **Understanding Mindset** empowers women as part of an incredible series to be independent and fulfilled.

“ This workshop has real impact and it is really great that you keep on delivering for our women.  
- Asma Shah, Founder & CEO ”



### VOLUNTEERS FOR FUTURE

We have supported Volunteers For Future (VFF) by coaching them on their mission, vision and positioning. We are also part of their advisory board which meets quarterly to help VFF grow their impact for young people.

“ Your strategic advice and invaluable guidance is playing a pivotal role in shaping our vision, mission, and brand  
- Laura ”



### RESILIENT CITIES NETWORK

We loved supporting non-profit leaders at Resilient Cities Network through coaching conversations and a leadership workshop as part of their annual strategy away days.

“ Your coaching was so instrumental in guiding me through some very difficult discussions at the end of last year. thank you!  
- Laurian ”



# PRO-BONO COMMUNITY WORKSHOPS

This year we have given 494 hours of pro-bono support.

We have run workshops to support our local community in White City, tailored charity workshops and sessions for the global B Corp community. We share practical tools and learnings on core skills to boost individual performance and development.

**20 HOURS**  
OF PRO-BONO  
TRAINING

“

Higson provided a really thought-provoking and informative workshop. It was packed full of tools which I am going to take back and use in my business and will be following up with their other services in the future.

”

Andrew Shaw

Huda, Higson Foundation 2023





# THE HIGSON FOUNDATION

Mindset



Productivity



Behaviour  
styles



Goals



Wellbeing



Our Higson Foundation is a pro-bono programme that provides training and mentoring for individuals who would not otherwise have access to, or be able to afford the development.

We have supported 8 individuals through the 2023 programme and organised a celebratory graduation event bringing together previous cohorts to build this community. We are launching another programme in 2024.

“ Perfect time of life for this to happen. Transformed the way I think and the tools have been so useful and effective. I have the confidence to push back and know when to take accountability. ”

Huda, Higson Foundation 2023

Our 2023 cohort at  
their graduation!





# 3

# PEOPLE

Being a people business, we know that businesses are built and driven forward by their people. That's why we are committed to building a culture that is engaging, supportive and inclusive. We also believe that fun leads to success - so we make time to have fun and celebrate together.





# 3

## WHAT OUR TEAM SAY

**98%**

Feel responsible  
for the  
impact of the  
work they do

**96%**

Can clearly see  
how their  
contribution ties  
into overall  
team success

**98%**

Believe their  
leaders are  
authentic

“

Really proud to work for Higson and be part of such a brilliant team. Very grateful for the energy and effort that goes into making it an amazing place to work and the kindness and commitment that means we can focus on making an impact

”

Higson has a close-knit team environment where everyone gets to know each other very well, so it's comfortable collaborating and working together

We share a lot of recognition within the team and have built in opportunities in our working rhythm to do that, which creates a very positive environment

One of our values is 'going above and beyond', and I really believe that the team embodies this. We regularly ask each other for feedback on how we can better communicate and collaborate with each other



# CULTURE AWARDS

**RANKED 121/ 14,653**

of Top Organisations to  
Escape To

TEN STARS ON  
ESCAPE THE CITY



For more, see feedback from  
current and past team members on  
[Glassdoor](#) and [Escape The City](#).



**INVESTORS IN PEOPLE®**  
We invest in people Standard



# 3

## TEAM DEVELOPMENT

We believe in continuously improving; that is why we invest in our own development.



### Insights training

To better understand our communication styles and adapt as a team



### Train the Trainer

To keep improving how we facilitate workshops and structure learning

## KEY stats

1,614

hours of learning and development across the team in 2023

6

days of external training

3

"learn days" run internally to develop specialist knowledge on particular topics and explore industry themes to keep our content cutting edge

# 3

## OUR BENEFITS PACKAGE



### UNLIMITED HOLIDAY

We believe everyone should be able to take the holiday and rest they feel they need. On average each individual had 47.4 days of holiday.



### STRATEGY AWAY STAY

The team were part of building and shaping the Higson strategy during our 3-day trip to Margate.



### FINANCIAL COACHING

NEW

Due to popular demand, we introduced 1:1 financial wellbeing coaching. We have found that the team feel more in control of their finances than before.



### TRAVEL GREEN INCENTIVES

NEW

We strongly advocate for low carbon travel like taking the train instead of flying. This year, we gave train vouchers to our team for making a green choice for their holidays.



### TIME TO VOLUNTEER

The team are encouraged to volunteer with charities they care about and believe in. As a team we spent 185 hours volunteering hours volunteering.



### QUARTERLY LEARN DAYS

We have a quarterly learn day where we come together as a team to learn, read and develop new skills. We developed four new workshops together as a result of our learn days.



3

# TEAM FUN HIGHLIGHTS



POT LUCK LUNCH



MINI GOLF



CANAL CRUISING



STRATEGY AWAY STAY



ROLLERBLADING



CAROLS BY CANDLELIGHT



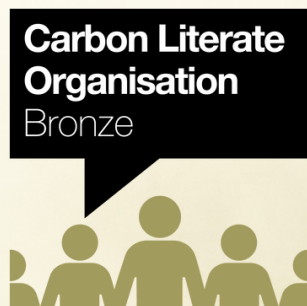


# PLANET

We genuinely care about the impact we have on our planet, and we take it very seriously.

We donate 15% of our profit to Cool Earth, a charity working to tackle climate change. We are a proud member of better business act, accredited as a B Corporation and are an accredited Carbon Literacy Organisation.

We are committed to always doing the right thing and supporting our clients to do this too.



Certified



Corporation



**Business  
Declares**

# 4

## OUR COMMITMENT TO THE PLANET



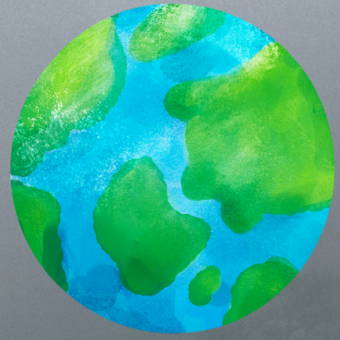
1. We commit both money and skills to charities best placed to tackle the climate emergency - we give 20% of our profit to charity
2. We have met the highest requirements and standards to be accredited a Bronze Carbon Literate Organisation. We have set individual and team pledges to reduce our carbon footprint
3. We commit to challenge our clients to make better decisions for the planet





# 4

## OUR CARBON ACCREDITATION



### Certified Carbon Literate



With The Carbon Literacy Project, Higson created a bespoke training programme to build awareness of the impact of carbon emissions in everyday life.

We created pledges to reduce carbon emissions on both an individual and organisational level.

We have been certified as Carbon Literate individuals as well as a Bronze accredited Carbon Literate Organisation.

We are excited to support our clients on their journeys towards Net Zero and reduce carbon.



IF YOU WOULD LIKE MORE  
INFORMATION ABOUT RUNNING  
CARBON LITERACY WITH YOUR  
TEAM PLEASE GET IN TOUCH

**Carbon Literate  
Organisation**  
Bronze





# 4

## CARBON FOOTPRINT



As a team we each measured our individual carbon footprint and set actions to reduce and improve our impact

As a business we switched international flights for trains, reducing our carbon footprint by **386.12 kg** compared to flying



As a B Corp and purpose-led business, we recognise our responsibility to monitor and reduce our carbon footprint.

We are actively working with our clients, our people, and other stakeholders to reduce their and our carbon footprint in 2024 and beyond.

# Queue for Climate and Nature



**Business  
Declares**

*“Dressed in suits and business attire, we will demonstrate business support for government action on climate and nature, in the run up to the General Election.”*

OUR AIM IS TO SHOW  
BUSINESS SUPPORT  
FOR **ACCELERATED,  
AUTHENTIC ACTION**  
FOR CLIMATE &  
NATURE





4

## CHARITY PARTNERSHIP

**COOL  
EARTH**

**WE DONATED 15% OF OUR PROFIT**

**AND WE WERE THE PROUD SPONSORS  
OF COOL EARTH'S EVENT HALTING  
DEFORESTATION IN THE CONGO**





We would highly recommend Higson's services because of their holistic approach. They come in, they get to know your organisation, what you're about, what your skills or gaps or support are needed, and then work out a way of delivering what really suits you. And that's so valuable in this day and age, having people to be able to come in externally and figure out what's right for you in collaboration with you, and then deliver something that they know will work for you and can continue to work going forward.

More importantly, they're really great at getting feedback from you, understanding the impact that it's had and then developing things or improving them going forward.

Listen to Augusta  
and Matthew's  
interview here



# 4

## WHAT THE TEAM ARE DOING TO HELP OUR PLANET

*Angusta*

I am reviewing everything Higson does and every decision point that exists to ensure low carbon thinking is built into all our decision making processes. I am supporting the team to develop our Net Zero policy and measuring and reducing our carbon footprint

*Anna*

I am conducting continuous research on carbon reduction strategies which I'm sharing with the team. I'm also creating a carbon analysis tool to help reduce carbon emissions in client workshops

*Eloise*

I am researching how other consultancies are measuring their carbon footprint to expand our consultancy benchmarking criteria and better advise clients

*Charlotte*

I am building a Carbon Literacy presentation and report to communicate Higson's commitments to the team and our clients. I am also running workshops to our network to educate and inspire action to reduce personal emissions

*Em*

I am going to spread the word of Carbon Literacy across my personal and professional networks. I will action this through discussing Carbon Literacy at coffee catch ups with clients and posts on LinkedIn

*Coran*

I am designing and embedding a policy around carbon footprint tracking, which will ensure we measure and report our environmental impact



# THANK YOU

We want to say a huge thank you to our clients for partnering with Higson this year. We have loved working with you, and by partnering with us this year you have:



Driven growth for  
your business by  
focusing on  
impactful behaviour  
change



Empowered your  
people to achieve  
more, think differently  
and gain new  
perspectives



Enhanced your social  
and environmental  
impact by contributing  
to our charitable  
donations

*You helped us donate 20% of our profit to  
two of our key charity partners*



**COOL  
EARTH**



# What we are excited about



## Strategy away stay

We are kicking off the New Year with our strategy away stay! The Higson team are heading to York to build the strategy for 2024 and have lots of fun!



## Benchmarking

We have launched our new benchmarking tool to assess where our clients are and how they can create the best people and leadership culture



## Higson Foundation

We are excited to be launching our annual Higson Foundation pro-bono programme where individuals are empowered to harness their potential



# GOVERNANCE

## What we said we would do

- We aimed to review leaders performance to include corporate, social and environmental targets
- Enhance employer-supported professional development
- Align our mission and business strategy to the goals of every individual in the team
- Measure the social value of our consulting services to evaluate our impact in addressing social challenges

## What we did

- Reviewed leaders performance to include corporate, social and environmental targets
- Enhanced employer-supported professional development with 6 external training days for the entire team and a certification
- Aligned our mission and business strategy to the goals of every individual in the team at the start of the year
- Published our social impact in this report!
- Reviewed and updated our benefits package and added 4 new benefits - cycle to work, payroll giving, travel green and financial coaching
- We made financial coaching available to everyone in the team, each person has a dedicated financial coach

## Plans for 2024

- Create a Chief of Staff role
- Set up a Higson management team
- Further empower employees to impact our strategic decisions
- Challenge the team to ask difficult questions
- Share the financials openly with the team

# COMMUNITY

## What we said we would do

- Review the values and conduct of our clients to ensure socially and environmentally responsible practice
- Increase our impact on the DE&I practices of our clients and charity partners
- Diversify the charities we support to increase our impact in different sectors and geographically

## What we did

- Donated 494 pro-bono hours, donated £28,600 worth of training to charities we support and 20 hours of pro-bono training workshops
- Raised £35,000 directly for Free to Be Kids by organising and hosting a fundraiser event, this took 197 of pro-bono hours to achieve
- Provided more coaching support to new charities creating a positive impact in the community
- Ran our third cohort of Higson Foundation with 8 individuals graduating from the programme
- Reviewed the values and conduct of our clients and are more mindful about who we work with
- Supported our clients and charity partners with DE&I programmes
- Solidified our key charity partners to create a larger impact
- 98% feel responsible for the impact of the work they do
- Volunteered on the Stephen Lloyd Awards judging panel

## Plans for 2024

- Organise another Free to Be Kids fundraiser
- Launch another cohort of Higson Foundation
- Continue to support our charity partners through profit share and expertise
- Continue to host pro-bono workshops on topics we believe can make a positive impact in the world



# TEAM

## What we said we would do

- Expand our benefits package
- Put more focus on awareness of diversity and inclusion
- Build a personal development plan for each person in the team
- Ensure that our recruitment process reflects our culture and values
- The team better understand each others strengths and differences

## What we did

- Onboarded 2 new team members and recruited 2 more
- Ranked 121/14,653 for The Escape 100: Best organisations to escape to
- Went on our 3 day strategy away stay where the team helped build the vision, strategy and goals for the year
- The team did 1,614 hours of training and development, 794 hours of team activities and 183 hours of fun and wellbeing
- On average the team had 47 days holiday
- 3 days dedicated to learning as a team
- Expanded our benefits package to include 4 new benefits
- Created new training programmes around inclusion and neurodiversity
- Built a development plan with monthly goals for each individual, goals reviewed with managers every 2 weeks
- Improved our career development process and conversations
- Improved our recruitment process to be even more inclusive and fair
- Ran a team strengths session and shared everyone's strengths

## Plans for 2024

- Onboard 2 new members
- Continue to be in the top ranked companies to escape to
- Go on our strategy away stay to build the goals for 2024
- Go away on holiday as a team, as we hit our 2023 goals!
- Continue investing in the team

# CLIENTS

## What we said we would do

- Continue to help our existing clients support their people
- Help our clients make more sustainable decisions
- Help our clients embed their values to make more impact
- Measure our impact and tracking our project ROI
- Leverage data and analytics to combine with our existing expertise

## What we did

- We helped 18 clients this year with 98% recommending Higson
- We ran 32 different development projects
- We supported 8 new clients this year
- We delivered 487 hours of training across 31 countries
- We supported our clients to make more sustainable decisions, and build sustainability into their goals and values
- We created a new benchmarking tool to use data to help our clients
- We helped our clients onboard new starters, improve their culture, training their new managers, run effective strategy days, create fairer recruitment processes and invest in their people
- We were nominated for Organisation of the Year by Powerwomen City Wealth Awards
- We won the Employee Development Consultancy of the Year Award
- We published a podcast on A Little Bit Radical

## Plans for 2024

- Make our benchmarking tool accessible to more people so more companies can assess and improve their culture
- Continue to support our existing clients and work with more B Corps to develop and invest in their people
- Launch new programmes to support current employee challenges



# ENVIRONMENT

## What we said we would do

- Continue to support the team to travel green
- Become a Carbon Literate organisation
- Continue to review our bank and our pension
- Continue to support clients to make sustainable decisions
- Provide a cycle to work scheme
- Update our scorecard to track our carbon emissions

## What we did

- We were accredited a Bronze Carbon Literate Organisation
- We sponsored Cool Earth's event to raise awareness to protect rainforests
- We added a travel green benefit incentive
- We create a green pension open to all employees
- We added cycle to work scheme into our benefit package
- We tracked and measured our carbon footprint
- We donated 15% of our profit to Cool Earth, a brilliant charity tackling climate change
- We continued to support the Better Business Act and participated in the Queue for Climate Change
- We promoted plant based eating in the team, and at all Higson events
- We assessed how we travelled to ensure we picked the most green option
- We encouraged everyone to opt in to our sustainable pension option

## Plans for 2024

- Continue to train all Higson employees to become Carbon Literate
- Support our clients to become Carbon Literate
- Continue to support the amazing work of Cool Earth
- Continue to measure and improve our carbon footprint
- Continue to travel green and eat plant based food



Certified



Corporation

Please get in touch

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