STARBUCK & ASSOCIATES

www.starbuckassociates.com

B CORP ANNUAL IMPACT STATEMENT AND SUPPORT

2025-2026

Using Business as a Force for Good

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A Message from Our Managing Director



Paul Starbuck

Managing Director
Starbuck & Associates

Becoming a B Corp was never about a badge for us. It was about creating a benchmark for the kind of business we want to be.

At Starbuck & Associates, we believe leadership has a responsibility beyond profit. Organisations influence people, communities, and the future of work. The way we lead, the way we partner with clients, and the way we operate our business all matter.

Over the past year we have continued to strengthen how we operate as a responsible business. We have achieved internationally recognised standards in quality and information security, invested in renewable energy, and continued to support leaders and organisations in building healthier, more effective cultures.

We have also been proud to see our work recognised externally, including being named ***Coaching Business of the Year*** at the **National Coaching Awards** and receiving ***Highly Commended for Sustainable Leadership*** at the Good Small Business Awards. But the real measure of our impact lies in the difference we help create for the leaders, teams and organisations we support every day.

This report shares our progress over the past year and the areas where we will continue to grow. Like our work with clients, it is intended to be practical, transparent and grounded in learning. Thank you to our clients, associates, partners and wider community for being part of this journey.



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Our B Corp Journey

Starbuck & Associates became a **Certified B Corporation in 2024**, demonstrating our commitment to balancing purpose with profit.

The B Corp framework enables businesses to measure their impact across governance, workers, community, environment and customers. For us, the certification formalised many of the values we had already embedded into how we operate including trust, inclusion, ethical leadership and long-term partnerships with clients.

Since becoming certified, we have continued to strengthen our practices and explore how we can operate in ways that create positive impact for people, organisations and communities.

This report reflects on our progress over the past year and outlines where we will continue to focus our efforts.

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Our Verified B Impact Score

Overall Score:

104.9

Certified: 2024

Assessment completed for: Fiscal year ending ***31 July 2023***



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Impact Area 1: Governance

What we said we'd do:

Strengthen transparency and decision-making, with clearer reporting and associate alignment.

Next steps:

- Introduce a shared associate charter outlining our values, standards and ways of working
- Continue strengthening impact measurement across leadership programmes
- Explore ways to capture the long-term organisational impact of coaching and leadership development work

What we did:

- We successfully achieved **ISO 9001 certification for Quality Management**, demonstrating our commitment to consistent standards and continuous improvement across our services.
- We also achieved **ISO/IEC 27001 certification for Information Security Management**, providing assurance to clients and partners that data protection, confidentiality and responsible information management are embedded into how we operate.
- These internationally recognised standards strengthen our governance and ensure we operate with robust systems, transparency and accountability.
- We have continued to build structured outcome tracking across client programmes, ensuring that leadership development, coaching and team effectiveness work aligns with meaningful organisational outcomes.
- We have also continued to develop partnerships with coaching organisations, affiliates and collaborators, ensuring clarity around expectations and shared values in how we work together.

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Impact Area 2: Workers

What we said we'd do:

Build a supportive, flexible and inclusive working culture where people can thrive.

Next steps:

- Introduce a short associate wellbeing and engagement check-in
- Continue providing learning opportunities through **Starbuck Academy**
- Expand peer learning and collaboration opportunities across our associate network

What we did:



- Starbuck & Associates operates through a network of experienced associates and partners. Over the past year we have continued to prioritise a working culture built on trust, autonomy and collaboration.
- We have maintained flexible working practices that enable associates to deliver work in ways that support wellbeing and sustainability.
- We have continued to provide opportunities for growth, including mentoring, stretch roles and collaborative delivery across leadership programmes.
- Our **Starbuck Academy** has also expanded, providing access to leadership development tools, resources and learning materials that support coaches, facilitators and client organisations.
- Across our wider network we continue to foster a culture of **psychological safety, professional respect and shared learning**.

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Impact Area 3: Community

What we said we'd do:

Offer meaningful support beyond paid work, particularly to leaders navigating change or underrepresented groups in leadership.

Next steps:

- Continue hosting **Be Kind**, **Give Time coaching sessions**
- Share case studies demonstrating the impact of leadership coaching and development
- Continue supporting conversations around inclusive and responsible leadership

What we did:



- Community impact remains an important part of our work. Over the past year we have continued delivering **pro bono coaching and mentoring through the Be Kind, Give Time initiative**, supporting individuals and organisations who may not otherwise have access to coaching.
- We have also continued contributing to conversations around inclusive leadership, including supporting **Henpicked's menopause in the workplace initiative** and providing coaching support for women navigating menopause and leadership transitions.
- We have shared practical knowledge with the wider business community through webinars and resources about coaching cultures, leadership development and the B Corp journey.
- We have also joined and engaged with the **regional B Corp community in Yorkshire and the Humber**, connecting with other purpose-led organisations and contributing to collective learning about responsible business.
- At a local level we continue to support community initiatives and organisations including **Billingborough Village Hall and BATS (Billingborough Amateur Theatre Society)**.

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Impact Area 4: Environment

What we said we'd do:

Minimise environmental impact through the way we design and deliver our services.

Next steps:

- Begin light-touch tracking of **travel-related emissions**
- Continue prioritising hybrid and digital delivery where appropriate
- Explore further opportunities to improve energy efficiency across operations

What we did:



- Our work remains primarily **digital-first**, enabling us to significantly reduce travel and paper usage.
- Over the past year we have also taken a significant step by installing **solar panels at our office**, contributing renewable energy and reducing the environmental impact of our operations.
- Our leadership programmes and coaching work continue to be delivered through hybrid and virtual formats where possible, reducing travel requirements while still supporting meaningful collaboration.
- We also continue to prioritise **modular digital programme resources**, reducing printing and enabling reusable learning materials.

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Impact Area 5: Customers

What we said we'd do:

Support clients with genuine, measurable value and build long-term partnerships rather than transactional work.

Next steps:

- Continue expanding the **Starbuck Academy learning platform**
- Strengthen feedback mechanisms to measure leadership impact
- Continue prioritising long-term partnerships with clients

What we did:



- Over the past year we have continued supporting leaders and organisations across sectors including finance, infrastructure, healthcare and education.
- We have delivered executive coaching, leadership development programmes, team effectiveness work and cultural transformation initiatives designed to create meaningful organisational change.
- Our Starbuck Academy platform continues to grow, providing digital learning hubs and tools to support leadership development and coaching cultures within organisations.
- We have also continued publishing **Coached Magazine**, sharing practical leadership insights and coaching tools with a growing audience.
- Our work has also been recognised externally this year:
  - ***Coaching Business of the Year – National Coaching Awards 2025***
  - ***Highly Commended – Sustainable Leadership, Good Small Business Awards***
- These recognitions reflect our ongoing commitment to responsible leadership and meaningful client impact.



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Looking Ahead to 2026–2027

Our focus remains simple:

1. Continue supporting leaders and organisations to create healthier, more effective workplaces
2. Strengthen how we measure and report the impact of our work
3. Continue evolving responsibly as a business



*As the **B Corp standards evolve**, we are committed to aligning our practices with the next generation of responsible business expectations, including stronger climate action, stakeholder governance and transparency.*
Our ambition is not only to maintain our B Corp certification but to continue growing as a business that genuinely uses business as a force for good.

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Sharing Our Report

This report will be shared with:

- Our clients and partners
- Our associate networks
- B Lab UK
- The B Hive community
- Our wider audience via email, our website and social channels

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Thank you for being part of our journey.

We’re growing with purpose — and we’re only just getting started.

Get in Touch

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