

**STRONGER  
STORIES**

**IMPACT  
REPORT  
2024**

Certified



Corporation™





# WHAT UNITES US

# OUR PURPOSE

To help entrepreneurial people tell a better story and win the support they need to make the world a better place.

# OUR VISION

For society to believe in a greater diversity of ideas that can transform our systems and improve lives.

# OUR MISSION

To find new ways to democratise storytelling power and help entrepreneurial people with good ideas:

- ◉ Tell stronger stories.
- ◉ Become stronger storytellers.
- ◉ Together build a new story system.

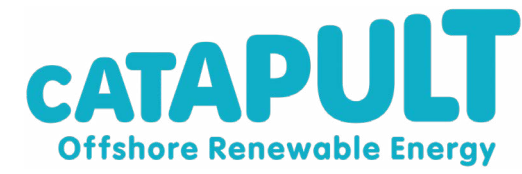
# IN SERVICE

To be a valued ally that offers innovative products and services, exceptional companionship and opportunities to develop storytelling agency.

# OUR VALUES

Trust, creativity, kindness, courage and fairness.

# OUR CLIENTS



# OUR TEAM



**HELEN**

Story & Relationships



**GUY**

Story & Strategy



**JADE**

Story & Copywriting



**MIKKI**

Story & Strategy USA



**FLEURIE**

Story & Growth



**IRENE**

Story & Design



**TOM**

Story & Operations



**APH**

Story & AI



**YASMEEN**

Story & Project Management



**WILL**

Story & Creative



**MARTHA**

Story & Project Management

# OUR ADVISORY BOARD

**AMRIT**

CEO and Co-Founder, Aceleron



**FELICITY**

Project Manager, Common Thread



**JOEL**

Advisor & ex-COO, Ecologi



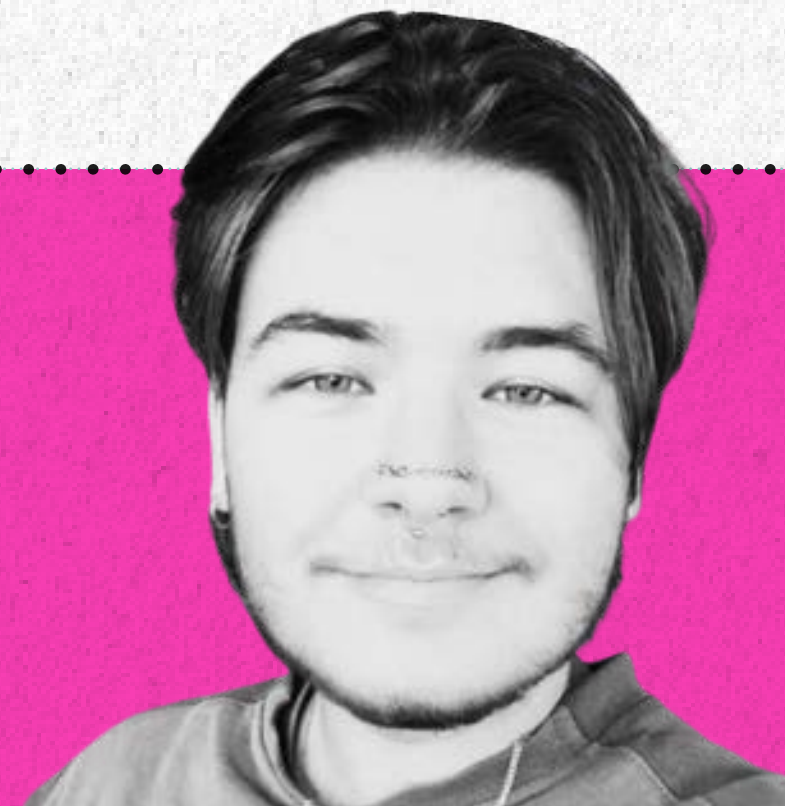
**KORINNA**

CEO, Shadow to Shine



**APH**

Story & AI, Stronger Stories



**ROSIE**

Inclusion Consultant,  
The Unmistakables



Guiding and  
supporting us  
in our mission

# CEO LETTER



**To us, the goal of a B CORP is to be transformationally good, not just incrementally good.**

**We started the year exploring and committing to the idea of building a beautiful and regenerative business.**

We finished it by deciding to separate our business into **Stronger Stories**, the strategic and creative agency, and the **Lean Story School**, the digital platform for developing storytelling skills and confidence.

We did this because it gives us the capacity to do more to help people with new ideas to change the way we move, eat, power, make, learn and look after ourselves, communities and the planet.


Stronger Stories allows us to be viable in the current economy and help entrepreneurial leaders change systems for the better. This year we've worked with UNDP, NESO, WorldSkills, EAL,

Enginuity, and Innovate UK to turn strategies into story and mobilise people. It also gives us profit to share between the people that work here and Lean Story School.

Lean Story School allows us to simultaneously help others transform broken systems and be part of creating a new story system. We remove barriers people face in exercising their storytelling power and getting their good ideas heard. Here we experimented and learned with community groups, from Call to Change in Kenya to the Scotland's Learning Partnership.

We have a long way to go, but we always achieve more than we think is possible in a year. So with exciting developments in the US and a team that's doubled in size, we have a lot to look forward to!

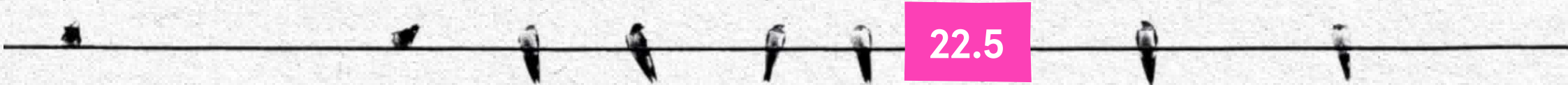
# OUR B CORP SCORE



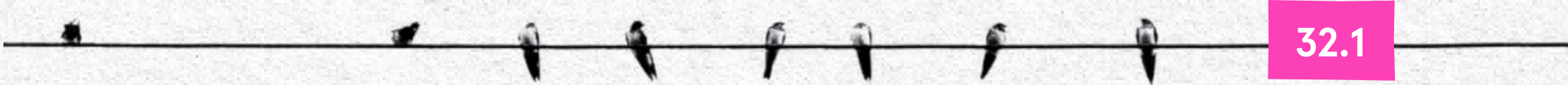
**108.9**

Certified  
**B**  
Corporation™

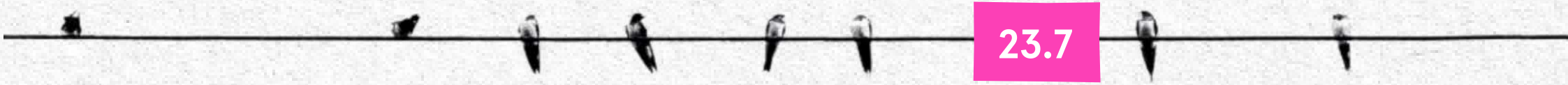
## GOVERNANCE



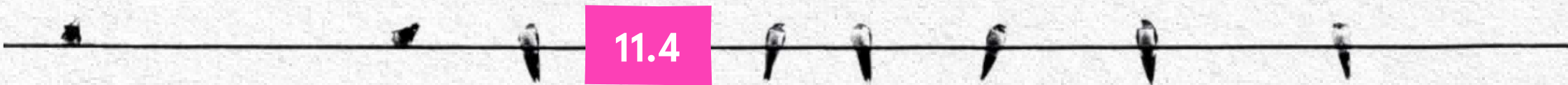
## WORKERS



## COMMUNITY



## ENVIRONMENT



## CUSTOMERS

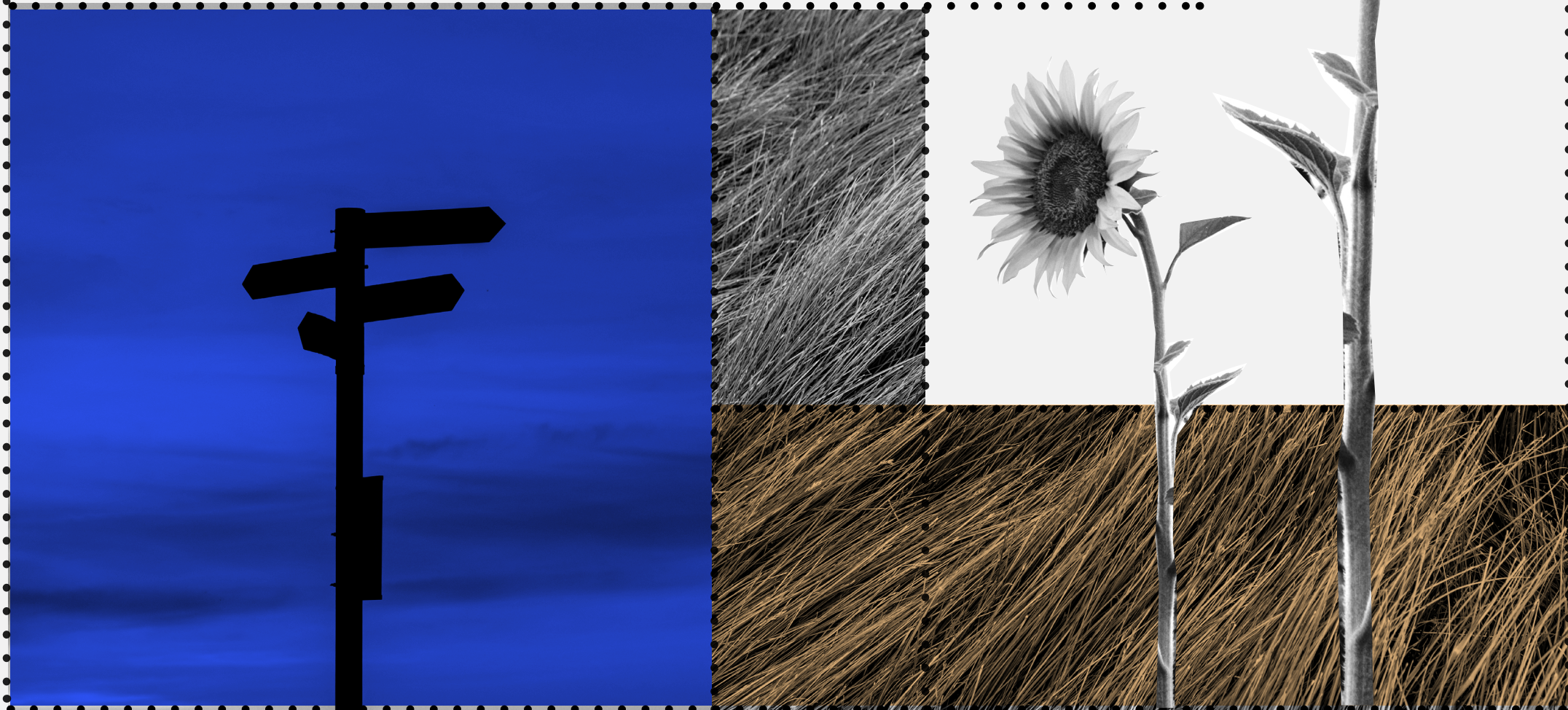


# CUSTOMERS AND COMMUNITY





# TURNING CHALLENGES INTO OPPORTUNITIES



We put a lot of effort this year into listening to and learning about the unmet storytelling needs of our customers and communities.

These insights led to; new values and journey-based segmentation, new propositions and products, and then a bold decision to create a separate brand and url for our School.

This helps us better meet people where they are, which is important. From making the best first impression, to how we remove some of the barriers people face in accessing an opportunity to develop their storytelling agency.

# WHAT WE SAID WE WOULD DO

1. Ongoing 'customer stewardship' to continuously improve outcomes produced for customers of School and Accelerators:
  - Third-party accreditations.
  - Quality control.
  - Feedback Mechanisms.
  - Dedicated customer support for School - AMA.
2. Scale our mission overseas e.g. design a social franchising model (aka Stronger Stories in a box).

# WHAT WE DID

1. Became members of Social Value UK, completed the social value measurement training and started our 9-month journey for designing the social impact and value framework of Lean Story School.  
  
With our client Scotland Learning Partnership, applied for CPD accreditation for our 1-day community story accelerator programme.  
  
As a team, we created and defined a concept of 'exceptional companionship' that connects our values with the behaviours and standards our customers expect, and we expect of each other.  
  
Launched Story Circle, an inclusive planning-to-evaluation process to help us deliver our best work for our customers and ourselves.
2. Engaged an ex-client located in the US to work together on setting up Stronger Stories in a new territory and market, and creating a template for international expansion.

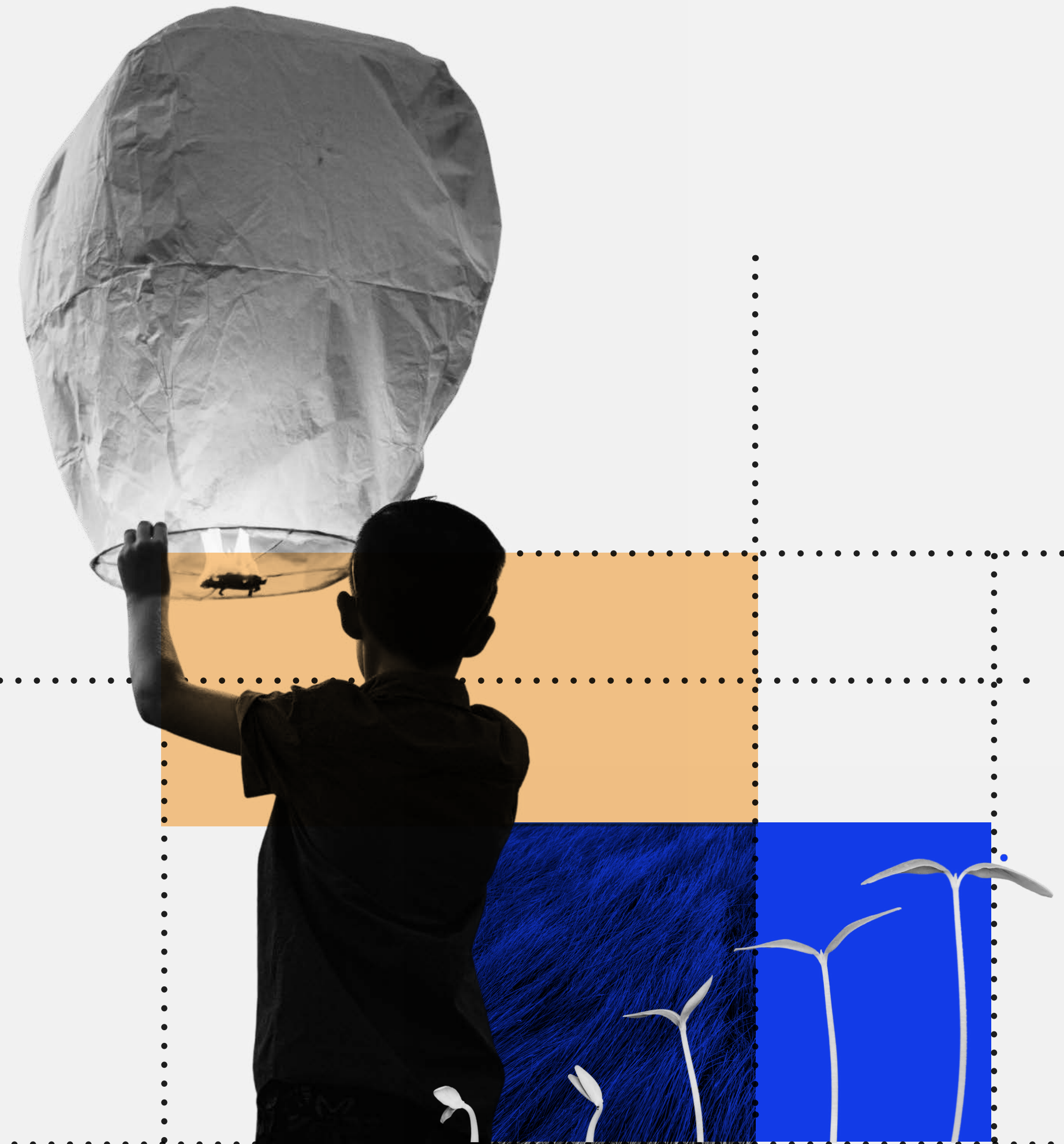
# IMPACT

1. Exploring options for accreditation, quality control and feedback mechanisms has given us enormous confidence in pursuing Social Value. It will help us account for our value in a way that will continually feedback into and improve our decision making  
  
Creating a shared philosophy and framework of 'exceptional companionship' is already making it easier to collectively see, learn and deliver the experiences we want our customers to have.  
  
Story Circle tool is designed to help us create a safe space to ensure people feel supported, can take risks, say no, learn from failure, grow and evolve.
2. This first step of scaling our mission overseas is led by the profit making part of the business but opening up pathways and possibilities for School to follow.

# WHAT WE ARE GOING TO DO NEXT YEAR

We have a busy year ahead with lots of ambitious milestones:

- ◉ Redesign and build School following the story accelerator framework.
- ◉ Launch as Lean Story School.
- ◉ Continued expansion of US footprint, adding clients, team and operational support.
- ◉ Extend to new overseas opportunities.
- ◉ Complete Social Value practitioner accreditation.
- ◉ Design and implement Social Value measurement for Stronger Stories and School.
- ◉ Complete SROI pilot for a Stronger Stories client.
- ◉ Embed exceptional companionship and develop new practices e.g. Project Story Circles.
- ◉ Carry out a pricing review to see if we can better support different types and sizes of organisations.



# COLLEAGUES AND CULTURE



# TURNING CHALLENGES INTO OPPORTUNITIES

We continue to build on our belief that we need to be as intentional and consistent about culture, happiness and professional development, as we are about customer service.

We established the role of COO with an initial focus on creating a people and wellbeing strategy, delivered as a 'resourceful humans' plan.

The purpose of this plan is to help us do our best work and be our best selves by continually enabling and seeking to increase our 1. Meaning, 2. Autonomy, 3. Mastery, 4. Space, and 5. Impact.



# WHAT WE SAID WE WOULD DO

1. Introduce bonuses.
2. Introduce health benefits - disability coverage or accident insurance, life insurance, private dental insurance, private supplemental health insurance.
3. Review policy of Paid Secondary Caregiver Leave (parental).
4. Plan for office close in August 2024.
5. Explore volunteering opportunities.
6. Explore socially responsible investing option pensions.

# WHAT WE DID

1. Designed and informally introduced a profit share scheme based on a new income contribution ratio and a peer review of our behaviour as exceptional companions. For formal introduction in July/August.
2. Introduced Private Medical Insurance (PMI) and Private Health Insurance (PHI) for all current employees, and new employees from the date of joining. Includes, counselling, and optical and dental cover, and 2 years' salary protection in event of long-term illness.
3. Created an enhanced gender-neutral parental leave policy - for financial review and board approval in August.
- 4.&5. Exploring both these ideas revealed that while it wasn't viable or feasible to close the office for a month, we are pursuing an initiative called 4PLUS1, which provides colleagues the opportunity to spend 20% of their time working on our not-for-profit Lean Story School.
6. Is not something we prioritised.

# IMPACT

1. Aside from initial interest, the real impact of the profit share will be felt in summer 2025 when the first distributions are made.
2. Uptake so far has been limited to modest optical, dental expenses and minor treatment claims but hopefully the provision of the policies is reassuring.
3. Again, the impact will be felt in the future with the first beneficiaries of the enhanced policy.
- 4.&5. Our busy first quarter means the impact is from the goodwill generated by a promise, not from the payoff yet.
6. Opened up some different potential options.

# WHAT WE ARE GOING TO DO NEXT YEAR

- Closely track the impact of the profit share scheme on culture and performance throughout the year.
- Open up employee ownership options through EMI scheme.
- Explore and find the right mechanic to deliver the principle behind 4PLUS1.
- Track the impact of the Resourceful Humans plan on five areas of Meaning, Autonomy, Mastery, Space and Impact.
- Create new Resourceful Humans policies e.g. Divorce & Separation.
- Develop and test the new performance framework of Stepping In, Up and Beyond.
- Find the right way to express our exceptional companionship promise, e.g. manifesto.



# MISSION AND GOVERNANCE





# TURNING CHALLENGES INTO OPPORTUNITIES



This year we've created a first 10-year plan, working back from a shared vision of the change and impact we want to have created. This made it clearer on how we should progress our social value impact measurement, focused on Lean Story School.

We've also been alert to the need to continually respond to the rapid development of AI, which opens up opportunities and challenges for democratising storytelling power.

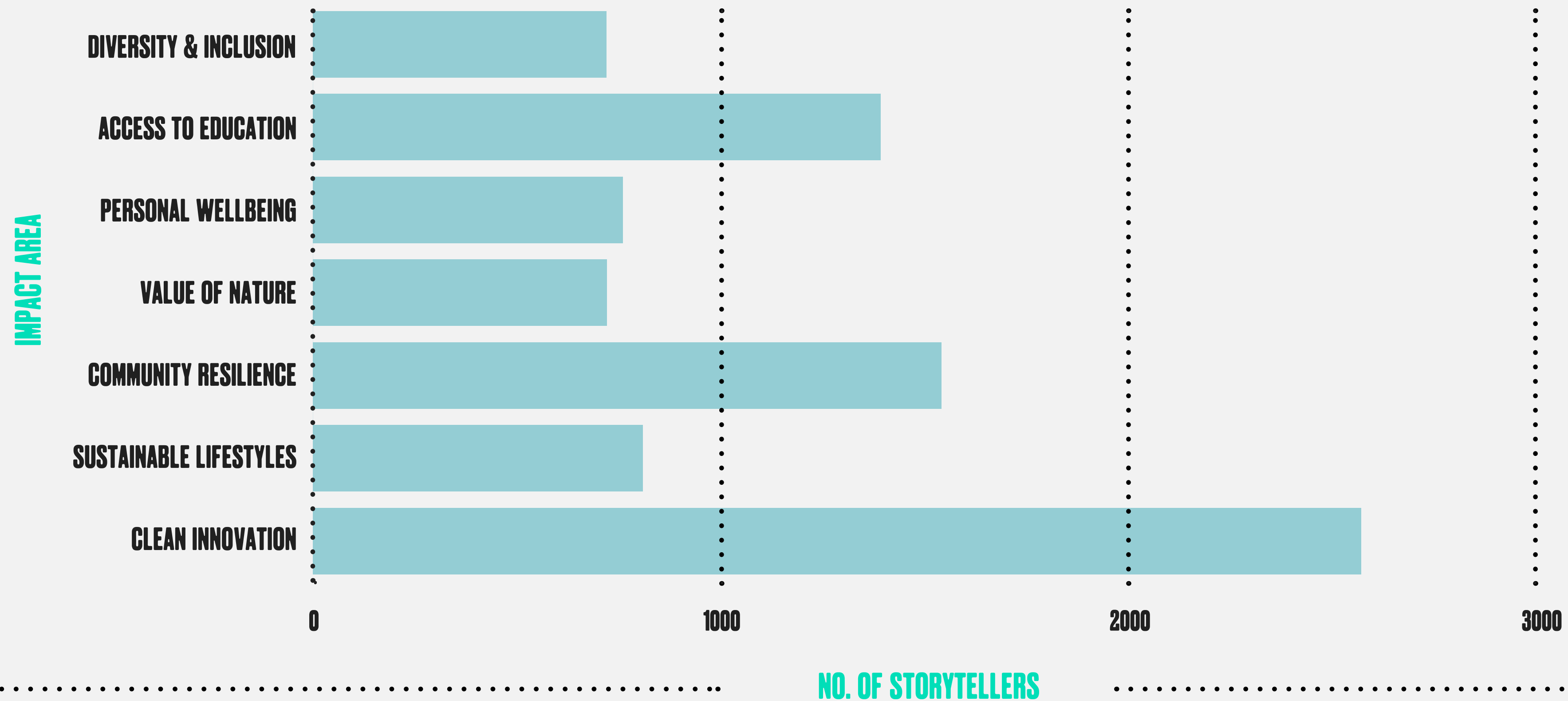
# OUR NORTH STAR METRIC

3923

STRONGER STORIES

5792

STRONGER STORYTELLERS



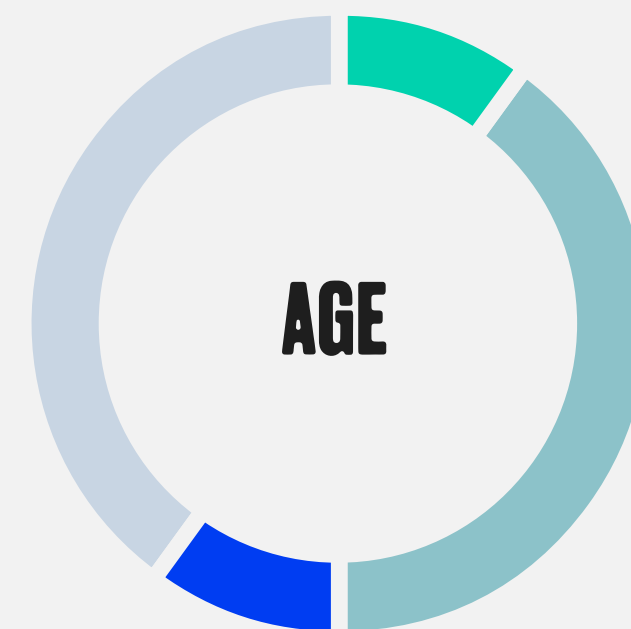
# DIVERSITY & INCLUSION METRICS 2024

- ▲ Increase since 2023
- ▼ Decrease since 2023

As a team, our diversity represents different intersections across, gender, sex assigned at birth\*, sexual orientation\*, caregivers\*, neurodiversity\* and religious beliefs\*. We have seen increases in diversity this year, and can continue to improve our representation across ethnicity, age range and educational background\*.

Ethnicity, gender and age remain underrepresented in our leadership team. Our advisory board and recruitment have continued to bring greater lived experience into the business.

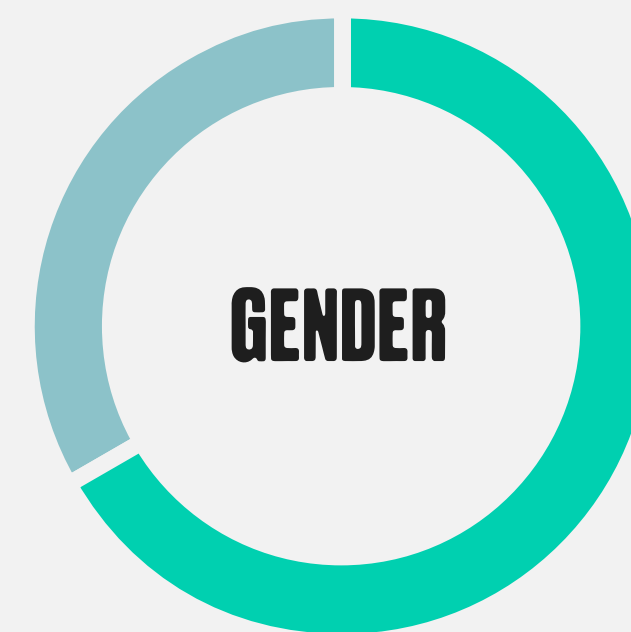
\* Data breakdown not shown for data privacy reasons.



18 – 24 years old	10%	▼ 7%
25 – 34 years old	40%	▲ 23%
35 – 44 years old	10%	▲ 10%
45 – 54 years old	40%	▼ 27%
55 – 64 years old	0%	
65+ years old	0%	



White	80%	▼ 20%
Mixed	10%	▲ 10%
Black	10%	▲ 10%
Asian	0%	
Other	0%	



Women	60%	▲ 27%
Men	40%	▼ 27%
Non-binary	0%	
Other	0%	



No	80%	▲ 13%
Yes	20%	▲ 20%
Undisclosed	0%	▼ 20%

# WHAT WE SAID WE WOULD DO

1. Start tracking the social impact of democratising storytelling power, set up and validated by a third party.
2. Design KPIs for our social capacity building over time, include a financial ROI and social value / non-financial gains.
3. Link the social impact KPIs to international work we'd like to do.

# WHAT WE DID

1. Became members of Social Value UK, completed the SROI practitioner's course and set out a SROI approach and plan.
2. An annual review of our approach to EDI led to some useful redefinitions of what equity, diversity and inclusion mean to us in terms of our mission and how to integrate those in different areas of our business.
3. Created our ethical guidelines for the use of AI within Stronger Stories.
4. Explored ideas and tools for democratising decision making within organisations.

# IMPACT

1. Gives us confidence and evidence that we're making the best decisions about the development of Lean Story School to achieve our mission.
2. Created a common language and reminders of the barriers and inequities we need to address through our work; from the impacts of institutionalised discrimination to individual lived experiences.
3. Five clear principles we aim to uphold throughout all of our uses of AI to make storytelling power accessible.
4. Stimulated reflection and discussion about the intended and unintended consequences of democratising decision making.

# WHAT WE ARE GOING TO DO NEXT YEAR

- Complete SROI Level 1 qualification and build SROI evaluation into Lean Story School.
- Evaluate the impact of SROI on internal decision making.
- Explore how we democratise decision making, anchored initially around the clients we work for, how we spend money, and the building of Lean Story School.
- Continue to diversify the team, and the freelancers and suppliers we work with.
- Review our AI ethical guidelines as we integrate AI into our products and services.



**STRONGER  
STORIES  
THANK  
YOU**

