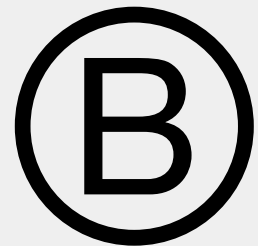


**STRONGER
STORIES**

IMPACT REPORT

2023

Certified



Corporation™



The background of the entire page is a photograph of three parrots perched on a dark, textured branch. The parrots are silhouetted against a vibrant sunset sky with orange, yellow, and blue clouds. The parrot on the left is facing away from the camera, looking up. The middle parrot is facing the camera, looking slightly to the right. The parrot on the right is facing the camera, looking slightly to the left.

OUR VISION

To see a greater diversity of entrepreneurs and good ideas, transform systems and improve lives, by changing the stories people tell themselves.

OUR MISSION

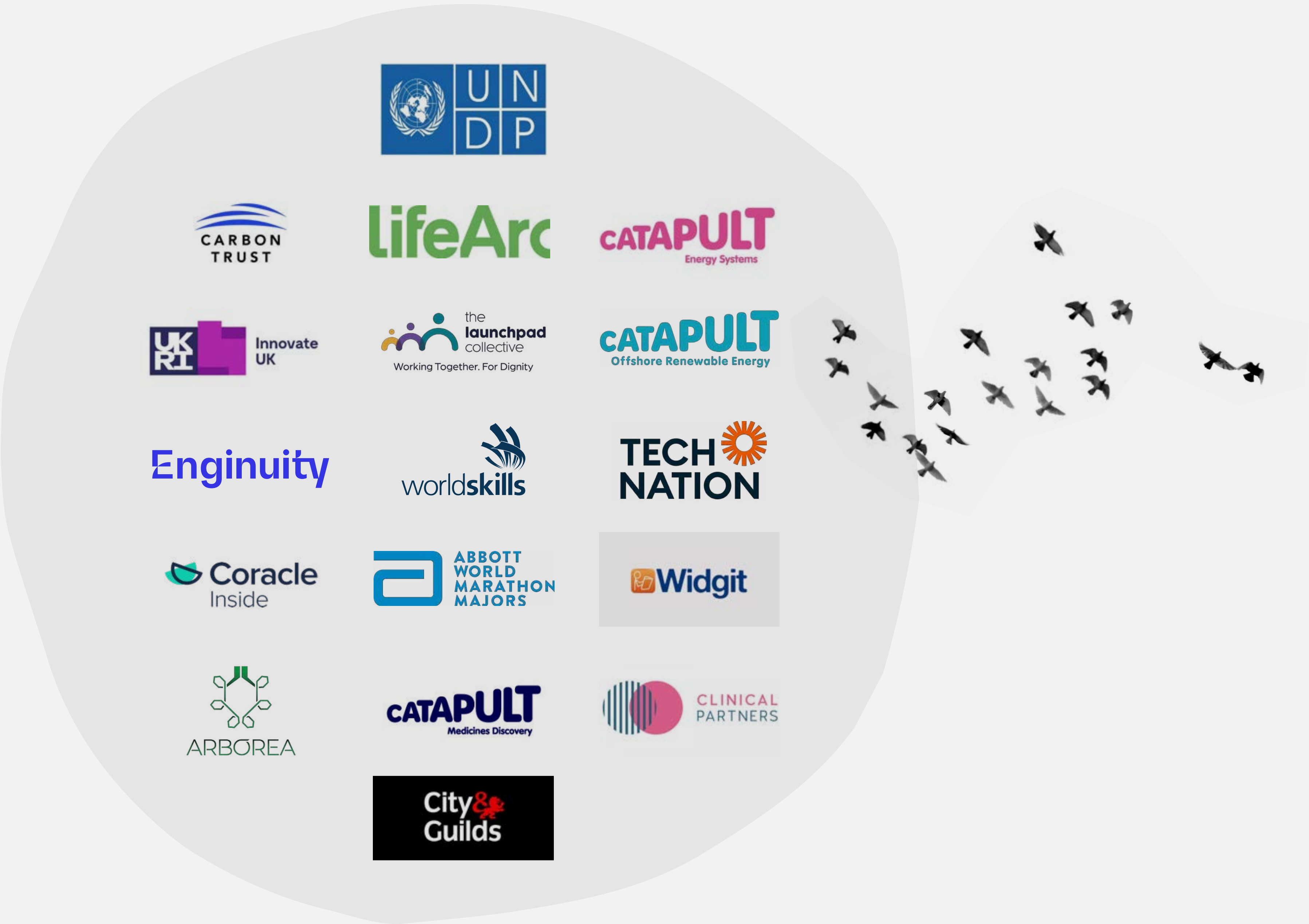
To democratise storytelling power, with love to help people:

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

IN SERVICE

To be a valued ally that uses creative business models, learning experiences and campaigns - e.g. our Lean Story Canvas, story accelerators, School - to build storytelling skills and confidence.

OUR CLIENTS





Status of life on Earth when team members were born, and today.



HELEN

Story & Relationships

“Our certification assures our clients that they’re in safe hands, as we help them use story to achieve results and have better impact.”



GUY

Story & Strategy

“It’s about being a business that does things differently as well as doing things better.”



WILL

Story & Creative

“Comms awards ceremony. Other winners celebrating. Grow something different. Right choice made.”



TOM

Story & Operations

“Being B Corp certified brings both validation and strengthened accountability as we continue to build and improve our operations.”



FLEURIE

Story & Growth

“Creating worthwhile impact is the result of consistently choosing ‘right’ over ‘easy’; and it can be challenging. Our certification represents this to the world.”



APH

Story & AI

“Being a B Corp underscores our commitment to crafting compelling stories and narratives, and ensuring they drive meaningful, responsible impact.”

OUR ADVISORY BOARD

GUIDING AND
SUPPORTING US
IN OUR MISSION



AMRIT

CEO and Co-Founder, Aceleron



FELICITY

Project Manager, Common Thread



JOEL

Advisor & ex-COO, Ecologi



KORINNA

CEO, Shadow to Shine



MANDY

Co-Founder, Startup Discovery School



ROSIE

Inclusion Consultant,
The Unmistakables

CEO LETTER



**TO US, THE GOAL OF A
B CORP IS TO BE
TRANSFORMATIONALLY
GOOD, NOT JUST
INCREMENTALLY GOOD.**

By the end of 2022, it finally felt like we were back on our feet after the disruptions of Covid. And as our revenues started to climb it was tempting to go all out after this renewed growth, but something held us back.

We felt worried about being seduced into scaling something positive, but not world-changing-good.

This challenge is nicely summed up by what becoming a B Corp means to us. It's about being a business that does things differently as well as doing things better. We know we want our work to help create a better story system. That is why HOW we help people tell stronger stories and become stronger storytellers, matters as much as WHO we help.

Our highlights over the last year are where we're meeting this head on: The narrative change work we're doing at a systems level with UNDP; the CEO story accelerator programmes we've designed for Innovate UK; and the people with good ideas but limited access to resources that we can support through our School. But there's also been some also-rans.

We ended the year understanding that we need to make more room for the joy we all get from our work – from our relationships and the opportunities for innovation and creativity. Ultimately, scaling a transformational impact through growth is still very important to us, but we know that we want to get these foundations right first, and so that is the focus for the year ahead.

OUR ORIGIN STORY

In 2017, ex-colleagues Guy and Will sketched the first design of the Lean Story Canvas in the small sunny courtyard garden of the Lyric, Soho. A fortnight later, it was being used by a group of UK scientist and engineer-CEOs to bring their visions of the future to life for Silicon Valley investors.

Amongst the successes of their overseas entrepreneur missions, a penny dropped about the voices and ideas that were missing.

As a result, in Sept 2018, Stronger Stories was founded with a mission to democratise storytelling power and help a greater diversity of good ideas grow faster. The first iteration of School was launched in 2019 and the first story accelerator in 2020.



JOURNEY TO B CORPS

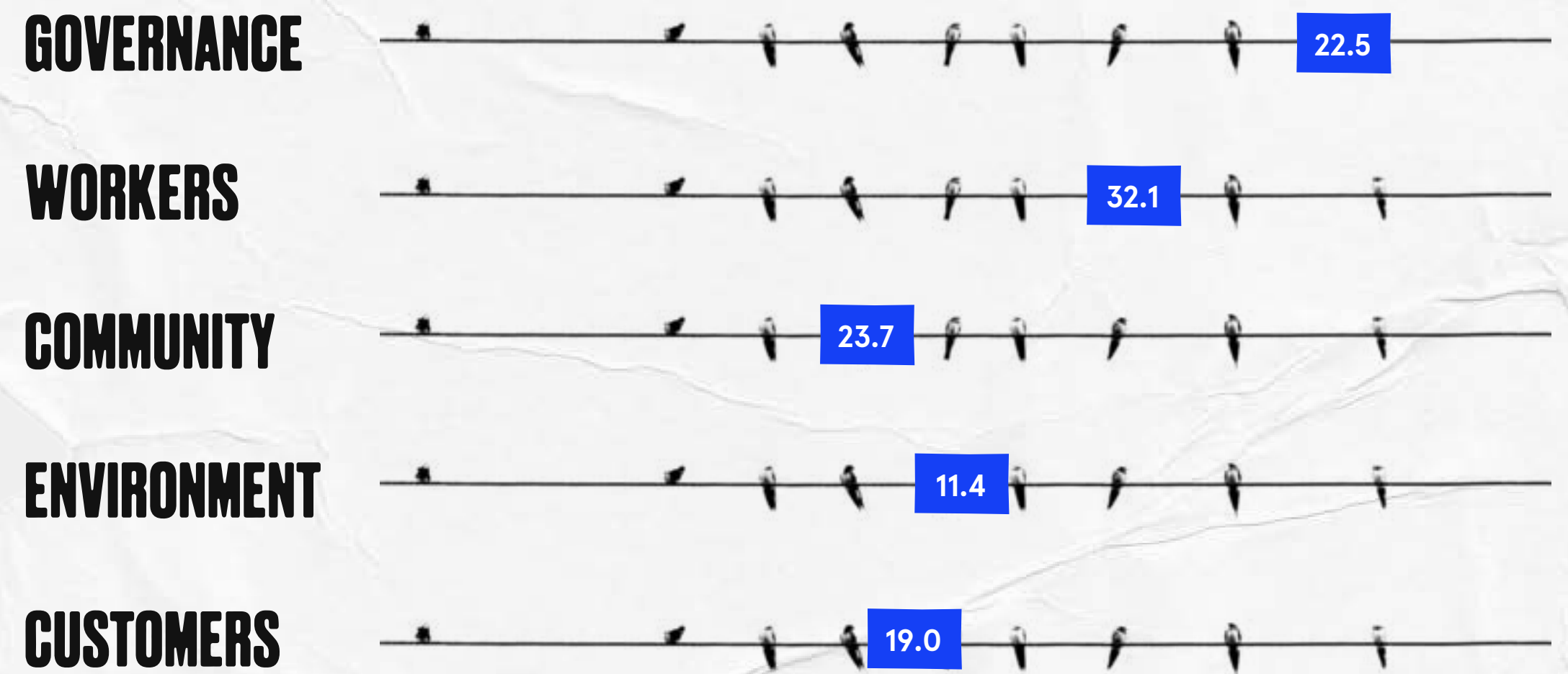
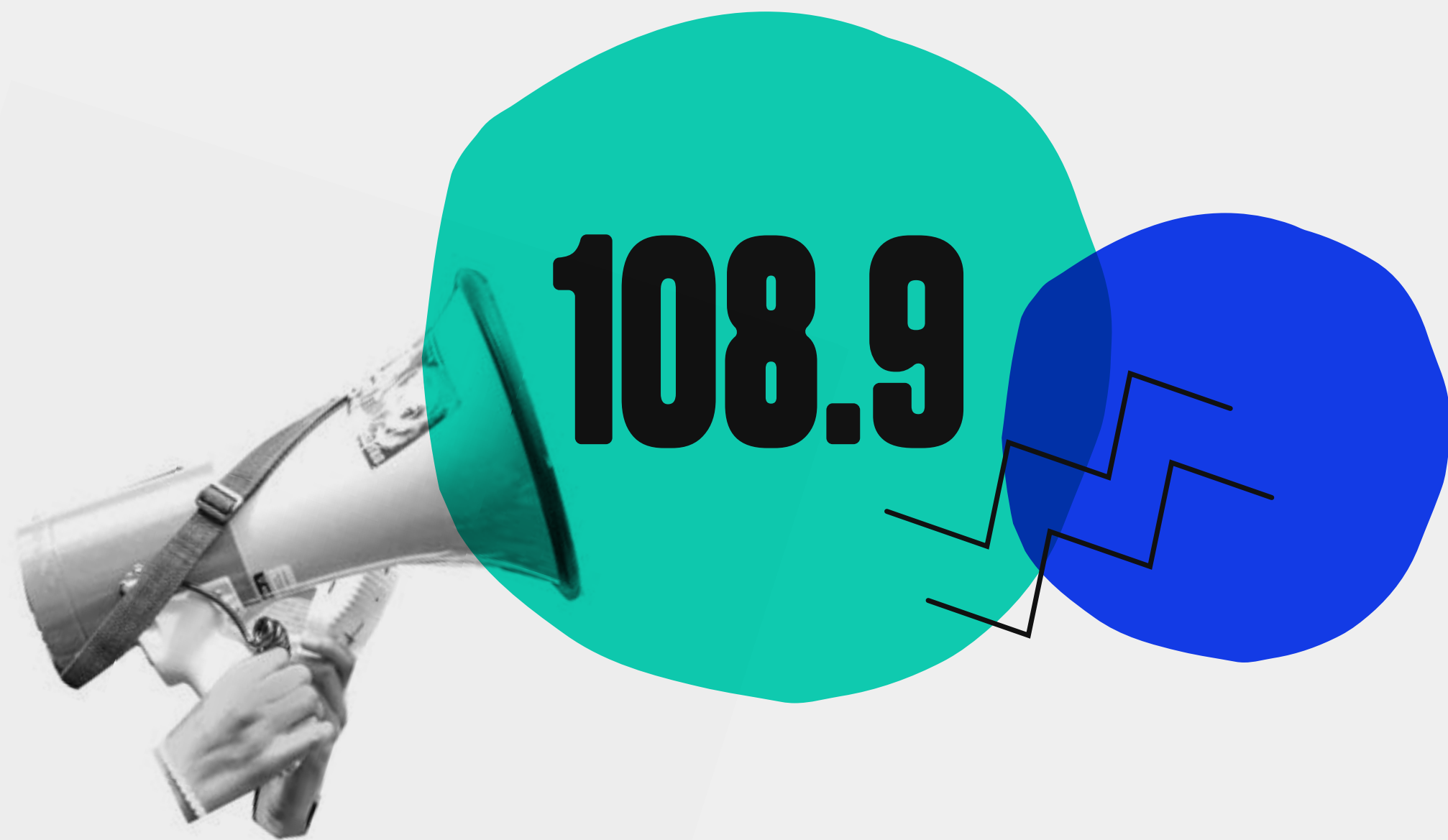
As soon as we knew that we needed to do things differently, we quickly identified that using the B Corp assessment and hopefully becoming a B Corp, would help us in two ways:

First, to help us operate to a better standard in respect to governance, workers, customers, environment and community. Alongside re-securing The Blueprint status and appointing an advisory board, it helps us to hold ourselves to account on current performance, but also to plot a course towards becoming better. This is an important anchor when the majority of our time is invested in either supporting customers, or innovating products and services.

Secondly, it is a shortcut that provides excitement as well as credibility for potential customers. This is valuable when we're asking customers to look beyond traditional communications, branding and marketing agencies and take a risk of buying 'story-as-strategy'. And to justify why we won't pitch because we re-invest our time and profit into School.



OUR B CORP SCORE



CUSTOMERS AND COMMUNITY



TURNING CHALLENGES INTO OPPORTUNITIES:

As a social enterprise, the profit we generate is put into developing our open IP tools and platform.

Our no.1 goal over the last 18 months – and the next year ahead – is to find the right solutions to the right problems. This means a lot of testing and feedback, listening and redesigns.

This process in itself helps us learn more about the dynamics of storytelling power and improves our ability to positively talk about it with clients.



WHAT WE SAID WE WOULD DO

Launch Beta version of School and test with invited users.

Develop a value-in-kind partnership so we can test Accelerator and School products on an ongoing basis, while supporting people with good ideas to get heard.

Bring in the idea of storytelling power formally into our consultancy.

Strengthen the diversity of narratives and references in both School content and our story database for users.

Increase supplier ownership diversity.

WHAT WE DID

Beta tracking performance and review.

Formed a partnership with Shadow to Shine to provide pro bono storytelling allyship to London-based black entrepreneurs starting their first business.

Six storytelling power questions.

Including quotes from diverse industry leaders, decoding films such as Black Panther or Moana and featuring diverse movement case studies such as Ni Una Menos.

Increase purchases from companies majority owned by women or individuals from underrepresented populations locally.

IMPACT

Feedback into product and UX design for next version e.g. simplify by removing unnecessary content (systems).

Motivated team, better at understanding customer need.

Found a way of introducing broader/deeper conversations about who's voice gets heard, who is missing, etc.

Greater diversity of references and reflections of collective action for conversations in accelerators.

Now proactively sourcing suppliers with diverse ownership and this included interior designer for a new office.

A young girl with her hands clasped in prayer, holding a sign that says "REBEL FOR LIFE". The background is a blurred crowd of people at a protest or rally, with other signs visible, including one that says "I BELIEVE THE WHOLE WORLD SAID".

WHAT WE ARE GOING TO DO NEXT YEAR:

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

Scale our mission overseas e.g. design a social franchising model (Stronger Stories Accelerator product in a box).

COLLEAGUES AND CULTURE



TURNING CHALLENGES INTO OPPORTUNITIES:

We obviously want to work with people who are attracted to our mission. But more than this, we need our team to be happy, motivated and talented people because our ability to help our clients and customers grow their good ideas faster comes down to the strength of our imagination, execution and relationships.

So, we've learned that we need to be as intentional and consistent about culture, happiness and professional development, as we are about customer service.



WHAT WE SAID WE WOULD DO

Develop informal career coaching and training (either Skills based – advance core job responsibilities, or Life Skill).

Design a story apprenticeship programme in recognition that as a start-up we need a better way to support younger talent.

Increase the diversity of our freelancers.

Explore employee ownership, 4 day week and office closure in August.

WHAT WE DID

- Introduced paid mentorship
- All staff took the Understanding Equality and Diversity' CPD provided by The Skills Network. CEO took TQUK Level 2 Certificate in Equality and Diversity
- Mental Health First aider

Reviewed and decided not the right thing for us at this moment.

Created a pool of virtual freelancers, including people based overseas.

Reviewed the experiences of other companies.

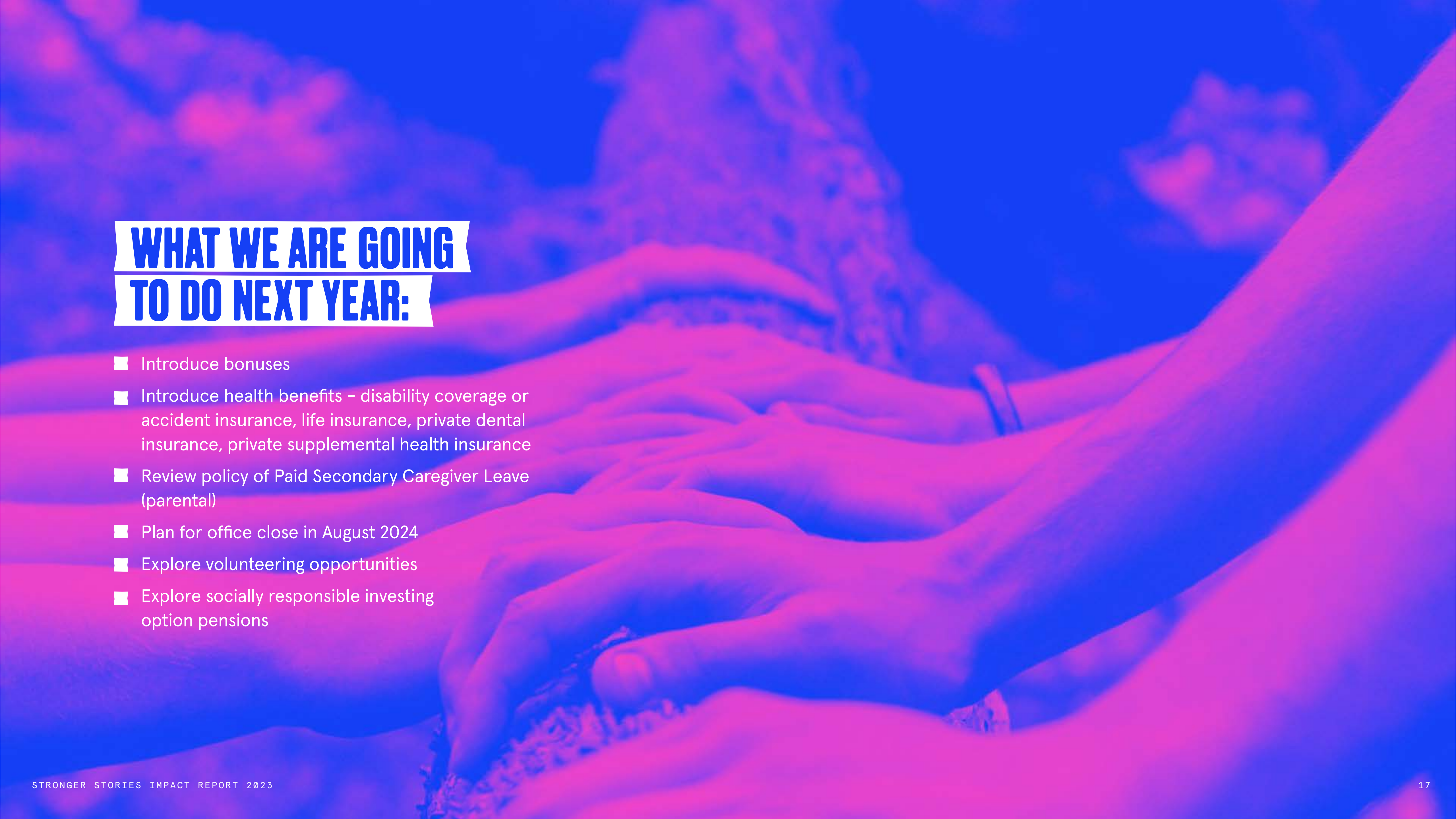
IMPACT

Increased knowledge and more confidence in the support we need.

Focus on other ways to share and grow our own storytelling powers internally.

Increased diversity of experiences and thinking.

Started a medium term plan based on achieving financial milestones.

A background image showing a close-up of several hands of different skin tones gently holding and supporting a small green plant seedling with soil. The image is overlaid with a semi-transparent blue filter.

WHAT WE ARE GOING TO DO NEXT YEAR:

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

MISSION AND GOVERNANCE

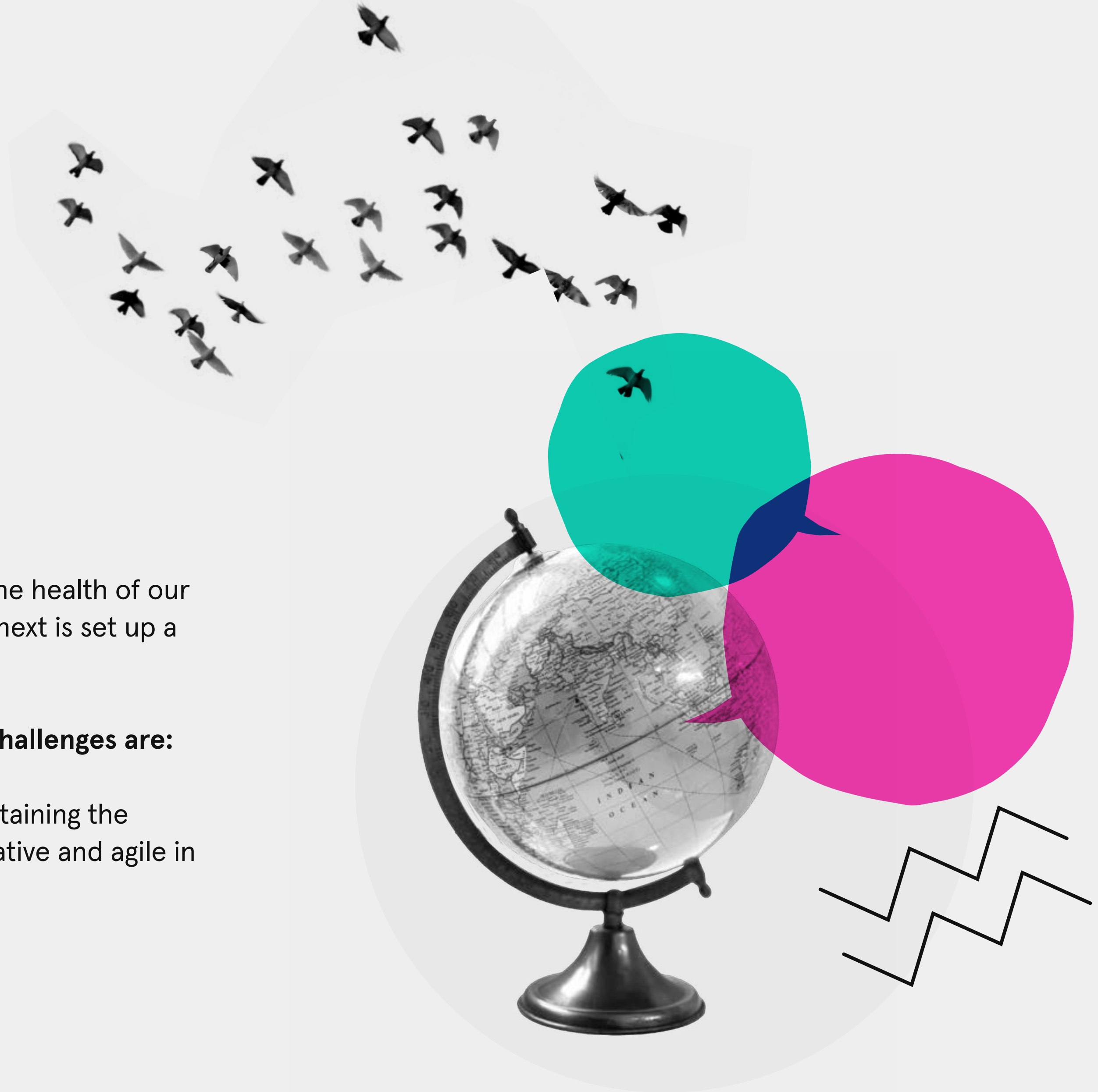


TURNING CHALLENGES INTO OPPORTUNITIES:

To track our mission, we've a North Star metric to reveal the health of our platform by the diversity of its users. What we need to do next is set up a metric to measure our social impact.

As a small early stage start up our two key governance challenges are:

- Laying down some non-negotiable principles while retaining the flexibility in the processes we use so we can be innovative and agile in how we achieve our mission
- Bringing diversity into the leadership of a business co-founded by two white cis males

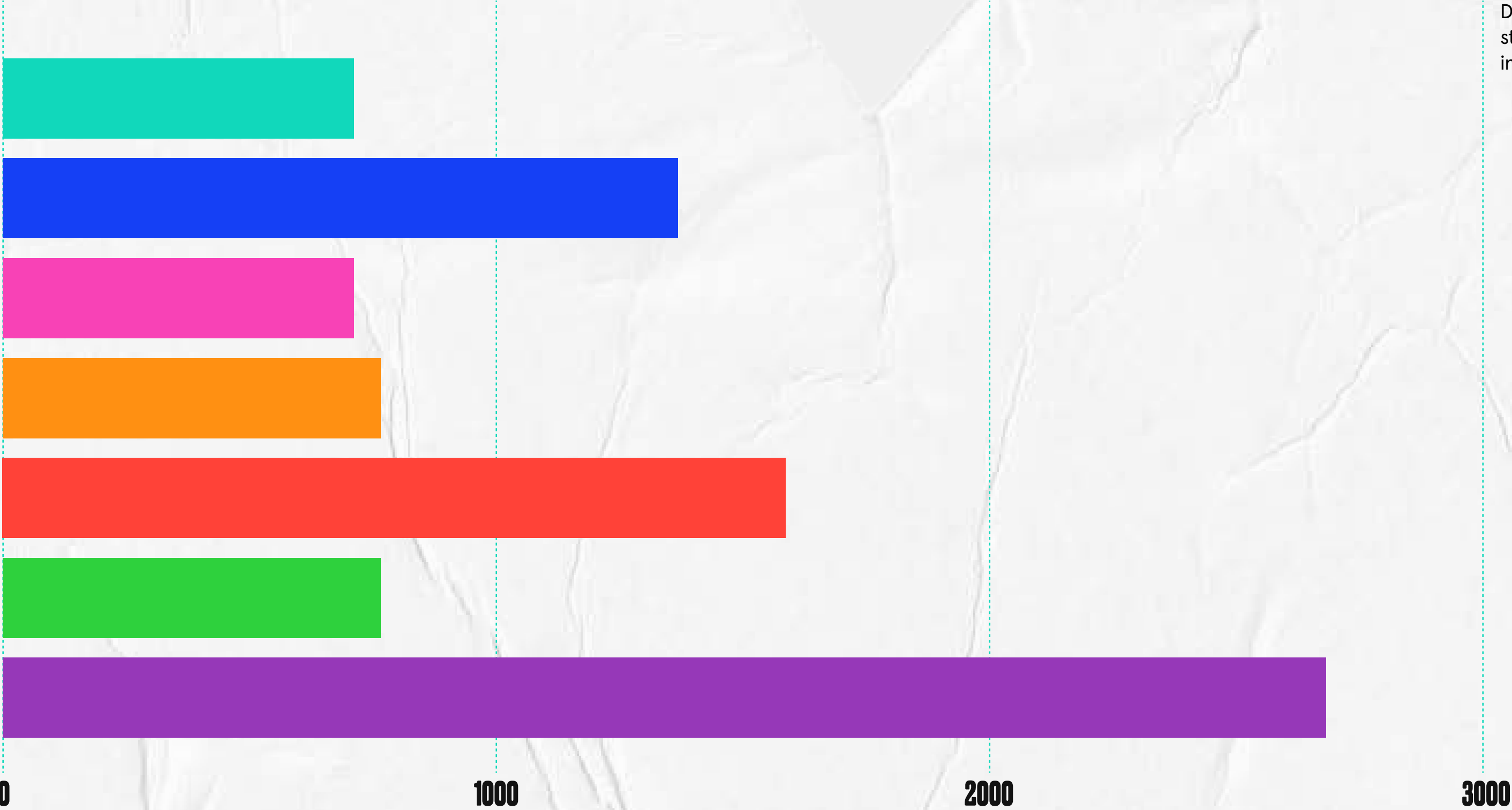


OUR NORTH STAR METRIC

3,760 STRONGER STORIES
5,463 STRONGER STORYTELLERS

IMPACT AREA

- DIVERSITY & INCLUSION
- ACCESS TO EDUCATION
- PERSONAL WELLBEING
- VALUE OF NATURE
- COMMUNITY RESILIENCE
- SUSTAINABLE LIFESTYLES
- CLEAN INNOVATION



Data up to July 2023, includes storytellers operating in multiple impact areas.

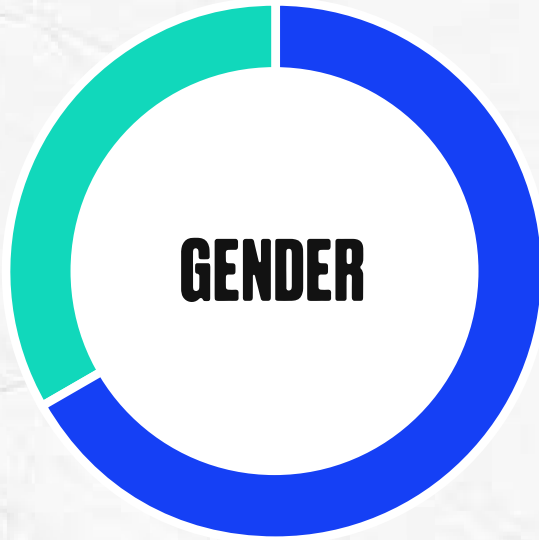
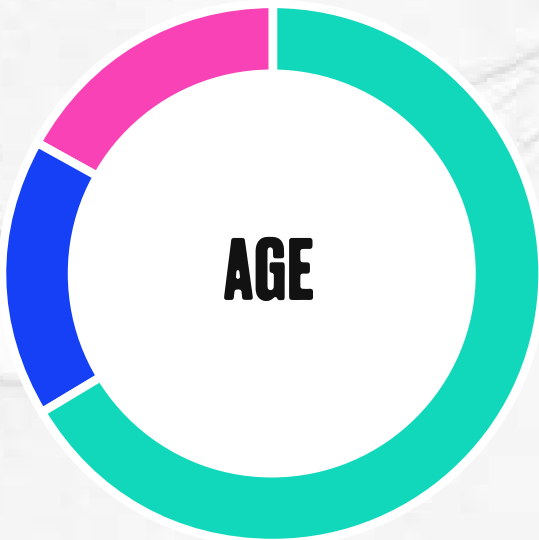
DIVERSITY & INCLUSION METRICS 2023

- ▲ Increase since 2022
- ▼ Decrease since 2022

As a team, our diversity represents different intersections across, gender, sex assigned at birth*, sexual orientation*, caregivers* and religious beliefs*. We could improve our representation across ethnicity, gender, age range and educational background*.

Ethnicity, gender and age are underrepresented in our leadership team. We have addressed this in the short term by recruiting an advisory board and bringing greater lived experience into the business.

* Data breakdown not shown for data privacy reasons.



WHAT WE SAID WE WOULD DO

Develop an impact-related North Star Metric to highlight the health of the mission, as well as the financial health of the business model we want to develop.

Address our predominantly white male leadership by recruiting an advisory board.

Use the 22 commitments for equality that are the basis our accreditation with The Blueprint to anchor how we: develop our processes for recruitment; nurture talent and culture; and engage stakeholders.

Operate in 90-day sprints to allow more short term focus and long term flexibility.

WHAT WE DID

Measured the number and diversity of storytellers we engaged together with number and diversity of their good ideas.

Recruited advisory board with breadth and depth of expertise relevant to current and future plans. Included a current employee to encourage transparent access to all company information and decision-making.

Successfully reapplied and were re-awarded The Blueprint mark until 2025 based upon delivering our commitments.

- Used OKRs that are reviewed and amended
- Introduced a bi-annual two-day offsite strategy session
- Supplemented by quarterly advisory board meetings

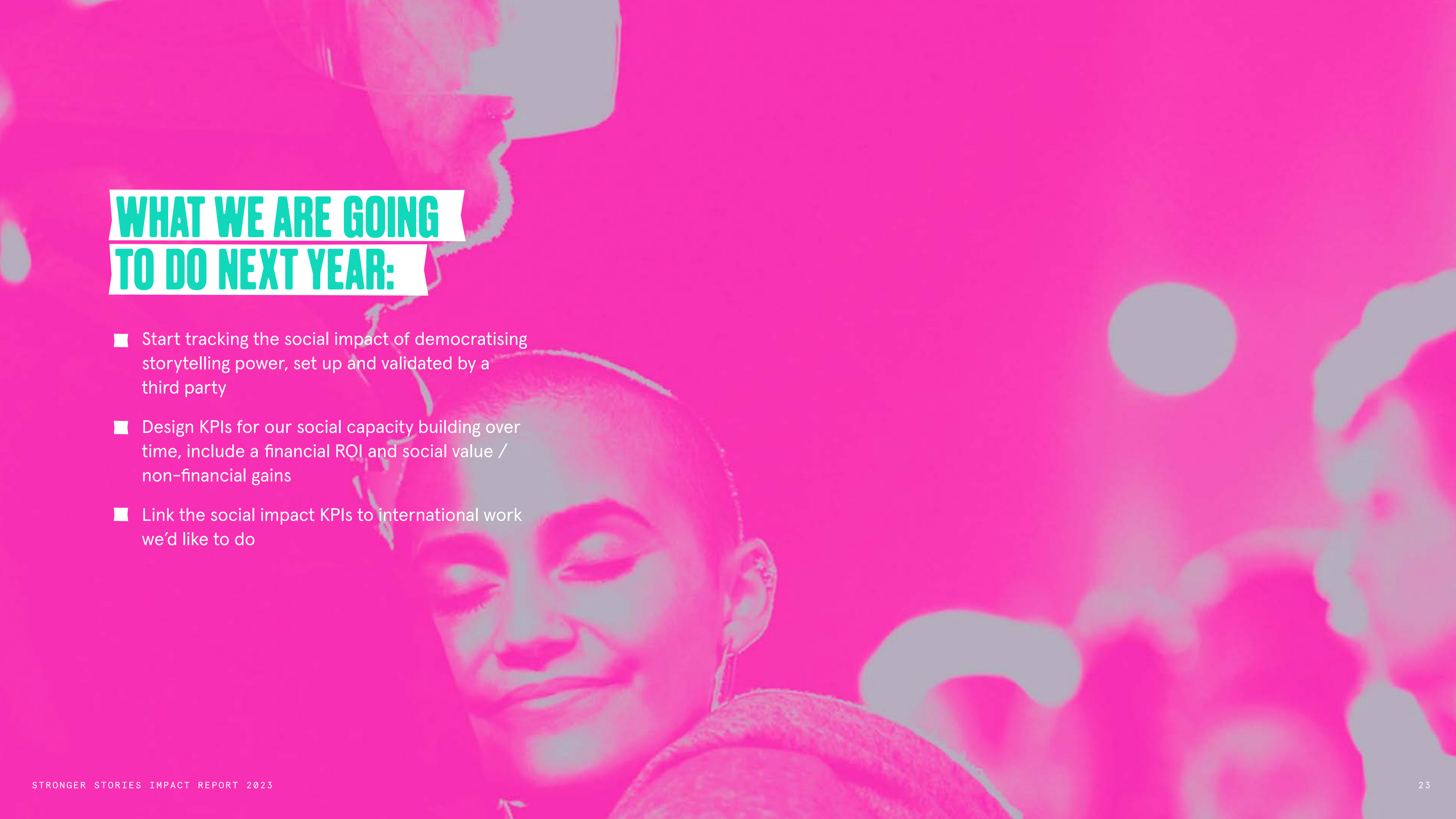
IMPACT

- Showed whether our strategy for change and products are working
- Highlighted the need to work on product-market fit for our platform

More accountability and helped us advance our mission with new ideas.

Cornerstone for building new COO/operations role with EDI at heart.

Tightly aligned team and overnight strategy sessions gives opportunity to be social/form team bonds.



WHAT WE ARE GOING TO DO NEXT YEAR:

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

**STRONGER
STORIES**

THANK

YOU

