

EXECUTIVE SUMMARY

Profit Impact & The Power of Growth

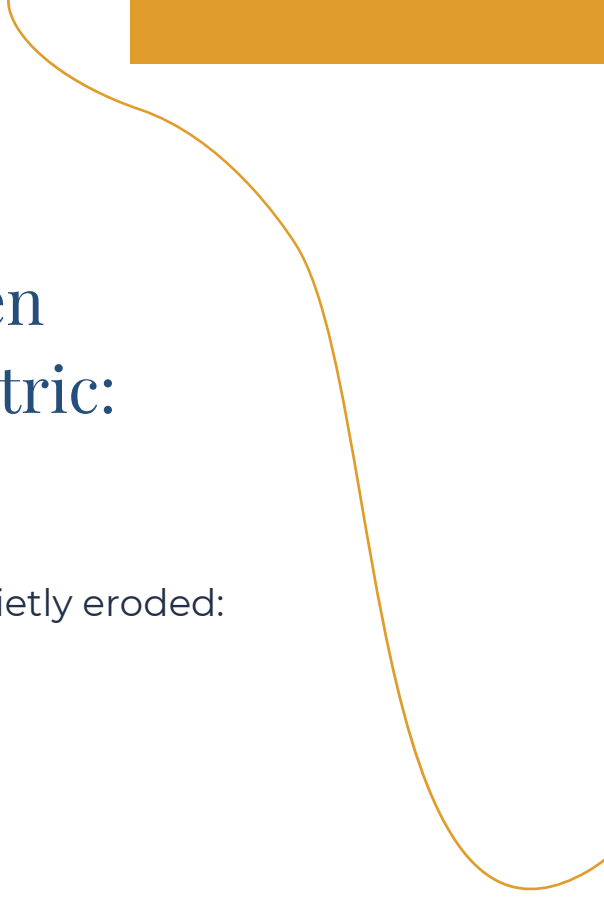
IT'S TIME TO REDEFINE SUCCESS.

**YOU BUILT A BUSINESS TO BE PROUD OF.
TRANSITION INTO A BUSINESS THE PLANET CAN
BE PROUD OF.**



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For too long, success has been measured by one narrow metric: How much profit we make.

And while profits soared, something else quietly eroded:
Our connection to each other.
Our communities.
Our health.
Our hope.

Today, the evidence is all around us:
More people are disconnected, disillusioned, and falling
behind than ever before.
Businesses that chase only short-term profit are making
people and communities sick, sad, and poor.

This is not success.
This is failure disguised as progress.

At Profit Impact, we believe it's time to redefine what
success means — for your business, for your people, and for
the world.

True success is building a business that uplifts.
That creates meaningful work, protects the environment,
and leaves communities stronger than they found them.
That creates wealth and well-being.

And here's the truth:
When you lead with purpose, profit follows.
Businesses that invest in people and planet outperform
those that don't — attracting better talent, more loyal
customers, and greater long-term growth

Our mission is to help SMEs step into this new definition of success with confidence and clarity.

We guide you to:

- Evolve your business model for sustainable profit and impact. You can win on both fronts.
- Make smarter, longer-term decisions that strengthen resilience. Helping your business run healthier on all fronts. To help the happiness factor.
- Create a legacy your employees, your community, and your family will be proud of . Create businesses that last.

It's time for business to be the solution — not the problem.

It's time for you to lead the change.

It's time to build a business truly worth succeeding.

The Profit Impact Growth Commitment

At Profit Impact, we believe business has the power to do something extraordinary, not just build wealth, but uplift lives to drive valuable, life-changing growth.

And yet, too often, the system rewards short-term wins and financial gains over long-term well-being. When success is measured only by profit, it's no surprise that disconnection, inequality, and despair are growing. We see it everywhere — in burnt-out business owners, underpaid workers, and overlooked communities.

This isn't just a business challenge. It's a societal one.

And we believe SMEs — the beating heart of the UK economy — can be the ones to flip the script.

We're on a mission to increase happiness and well-being in the UK's most overlooked places by helping businesses make decisions that balance people, planet, and profit.

Because when businesses commit to long-term thinking, the ripple effects are powerful:

- ✦ More people in meaningful work
- ✦ Cleaner air and healthier communities
- ✦ Stronger financial foundations and restored hope
- ✦ And, yes — stronger, more resilient businesses too

This is how we start building a society where success means something more.

Our Three-Pillar Approach

1. Coaching business leaders to think long-term

We support SME leaders at every stage — from first steps to full integration.

Our starting point? Helping you Know Your Number — a diagnostic that shows where you are on your journey and how to move forward with clarity.

Then we work with you to:

- Design and implement a sustainability strategy tailored to your business
- Cut through the noise and misperceptions around sustainability
- Balance growth and environmental responsibility with confidence
- Use smart tools (training, templates, policies, plans) to track your progress without overwhelm

We go all-in with leaders who show courage, commitment, and transparency — because those are the qualities that drive real change.



2. Changing the financial systems that shape our future

The way we make financial decisions today defines the kind of world we live in tomorrow.

We help shift the role of finance from scorekeeper to strategist by:

- Coaching finance professionals to lead on long-term, impact-driven decisions
- Building a community of like-minded financial leaders to share best practice
- Launching the Integrated Thinking Fractional CFO Academy to scale this movement and embed change across UK businesses

3. Upskilling the next generation of business leaders

To create a future where better business is the norm, we need to equip the next generation now.

We do that by:

- Offering pro bono mentoring to young entrepreneurs in underserved areas
- Partnering with universities, accelerators, and funds to teach impact-led business thinking
- Launching apprenticeship programmes that give real-world experience in how to build businesses that are good for people and the planet

Why do we believe in this? Because when we change how business works, we change everything.

Let's build something better, together.

Growth driven by Sustainability: SMEs better together.

It's not enough to believe in a better world.

We have to build it — one decision, one business, one leader at a time.
But where do you start?

At Profit Impact, we believe in SMEs. They are the foundation of the economy; they have the power to drive growth and change communities. With the right tools, insights, and support, SMEs can lead the biggest shift in business of our generation. Because when you stop chasing just the bottom line, you start building a business with a deeper, more enduring kind of value.

However, as much as SME leaders care deeply, they feel stuck.

They want to do the right thing, but they're overwhelmed, under-resourced, and unsure what will actually make a difference.

We're here to change that — with a clear, proven pathway for turning values into value.

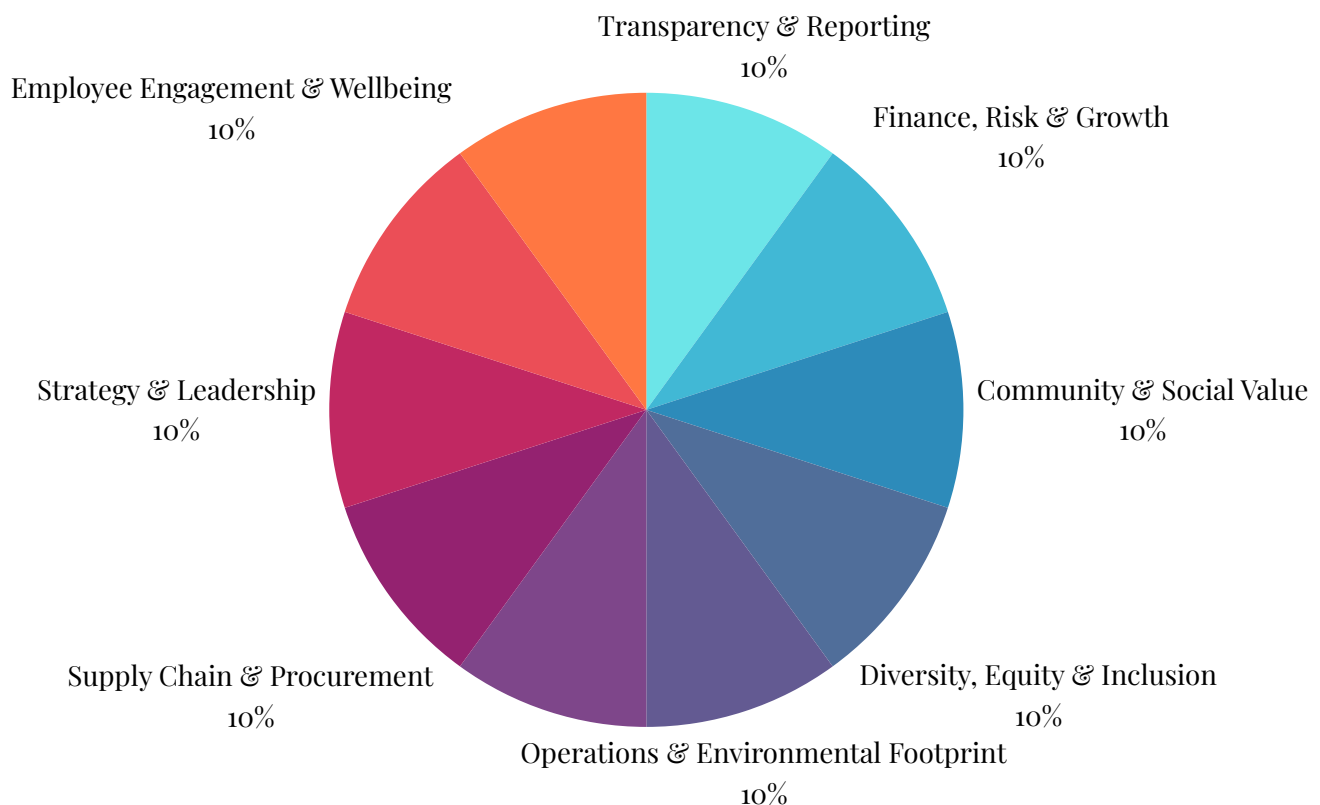


Step One: Know Your Number

Before you can move forward, you need clarity.

“Know Your Number” is a sustainability diagnostic available to every SME in the UK — a fast, simple way to understand how an organisation is performing today across people, planet, and profit.

Leaning in to explore how your organisation is performing across 10 critical axes each critical to the health and success of an organisation as it evolves.



Your result places you in one of four stages:

- **Curious** (14%) – Learning, exploring, asking questions
- **Committed** (36%) – Early actions, policies, and sustainable goals established
- **Integrating** (72%) – Embedding change, tracking progress
- **Leading** (100%) – Role-modelling, influencing supply chains

Understanding your starting point illuminates quickly and effectively where you can start to tailor your unique journey, so you're never doing too much, too soon, or too little, too late.

Once you know your number and your starting point, it's about creating a practical roadmap that helps you take meaningful action at every step, without feeling overwhelmed.

This isn't just about doing good.

This is about building smarter, stronger businesses that:

- **Grow faster** (B Corps are growing 28x faster than the economy)
- **Reduce risk** (CSRD and NHS frameworks are coming fast)
- **Attract top talent** (sustainable businesses have 25% lower churn)
- **Future-proof their legacy** (43% of UK family businesses are planning succession and want to leave a lasting impact)

Ready to Build Something Bigger?

If any part of this mission for growth resonates with you — whether you're a business owner, advisor, investor, or educator — we'd love to talk.

Always remember, when we change how business works, we change everything.

Get in touch and let's build something better, together.

Download our checklist designed to help you get started quickly.

We've created a practical checklist of what a successful sustainability programme delivers – and how to get started with confidence. No overwhelm. Just a smart, practical process to get moving—designed for SMEs like yours.

Download it [here](#).

**The choice isn't whether to act.
The choice is whether you lead or follow.**

This is your moment to lead
Sustainability is a journey, not a destination.
Starting the journey is as simple as picking one action from this guide and taking action today.

Your business has already made an impact - now you have the chance to make it a force for positive change.

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Your trusted sustainability strategy partner.
We specialise in supporting small and medium sized businesses to grow sustainably.