



Impact Report 2025

Message from Our Founders	1
Why an Impact Report?	2
Our Mission	2
Our B Corp Journey	3
Impact Areas	3
Governance	4
Our People	5
Community	7
Environment	8
Customers	9
Future Plans	11

Message from Our Founders

"Starting a new business is never a solo endeavour – it's a collective effort, whether those 'teammates' are family, friends, mentors, or professionals who step in to lend their expertise. We launched Continua Coaching over 2 years ago from that collective spirit, with the help from a lot of our teammates who helped us bring our new business to life. From (lots of) advice and (even more!) encouragement, to building our website and refining our proposition, their support has been invaluable. We are so grateful for the people who rallied behind us and continue to stay in our corner.

Before founding Continua Coaching, we spent decades partnering with remarkable people across different industries. In 2024 we came together with a mission to make personal and professional growth more accessible, sustainable, and continuous. As a true partnership, we have 100+ years of senior leadership experience and 35+ years (and thousands and thousands of hours!) of coaching experience between us.

We create coaching solutions at all levels, supporting individuals, teams, groups, and organisations to focus on the changes that matter most. Our work begins by listening. In partnership with our clients, we uncover where targeted coaching will have the greatest impact and co-create effective programmes which work for individuals when we are there and when we are not.

We understand that investment in growth and development is precious and resources are finite. That is why we prioritise learning that lasts, insight that translates into action, and accountability that drives measurable results. We believe growth isn't about quick fixes or reaching a single milestone; it's a journey. When growth is integrated into daily life, it has the power to create enduring change - helping people and organisations thrive in complex, evolving environments. In short, we focus on action, results and accountability.

This same philosophy underpins our commitment to becoming a certified B Corp. As a coaching business built on the values of purpose, impact and growth, this step feels like a natural progression. The B Corp process is already helping us look closely at how we work, from the way we support clients and partners, to the way we treat people and measure our environmental and social footprint.

It's a rigorous standard, and that's exactly why we're doing it.

We believe businesses can be a genuine force for good, and we want to ensure our own practices stand up to that test. We'll be sharing updates along the way, as we learn, improve, and celebrate progress. Thank you for being part of our story."

Mark Creighton, Paul Carolan, Sarah Bussey, Katie McAuley, Sam Finlay
Co-Founders

Why an Impact Report?

At Continua Coaching, we believe that growth should be intentional, measurable, and enduring. That belief applies not only to the individuals and organisations we partner with, but to how we operate as a business. Our Impact Reports, published annually on our website, present an opportunity to share with our clients, partners, and wider community a transparent view of the steps we take to build a responsible, values-led organisation. It reflects our commitment to embedding purpose to our decisions, holding ourselves accountable, and continuously improving the way we work.

Each report will highlight our actions over the past year, outline future plans for improvement, and assess our performance against previous commitments. Our goal is to offer stakeholders a clear view of how we operate as a responsible business while inspiring others in the industry to adopt similar practices.



Our Mission

To be a coaching partnership recognised for delivering lasting measurable difference, having a profound and positive effect on individuals, teams and organisational culture.

Our B Corp Journey

We're thrilled to share that we're now a **Certified B Corporation™** - a company verified as meeting B Lab Standards for social and environmental performance, transparency, and accountability.

Our values and mission have always closely aligned with B Lab's commitment to using business as a force for good; pursuing certification provided us with a rigorous framework to assess our impact, drive meaningful improvements, and hold ourselves accountable to our actions.

In certifying, we have taken a deep, honest look at how we operate, with a strong focus on enhancing our policies and processes to create a positive impact on our team, customers, suppliers, community, and the environment.

To support us on this journey, we partnered with **transformacy**, a leading corporate sustainability consultancy. Their expertise not only helped us to meet the certification criteria but also enabled us to implement meaningful, lasting improvements that will benefit all those connected to our business.

We look forward to sharing our progress as we continue to build an impactful business that prioritises people, the planet, and ethical governance.

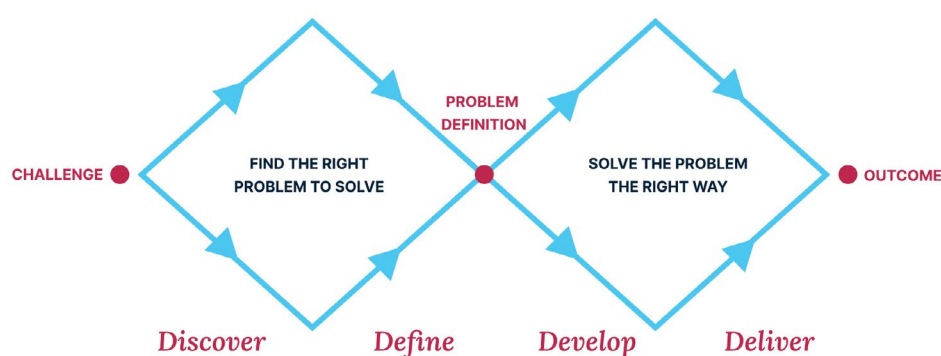
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Impact Areas

The B Impact Assessment (BIA), evaluates performance across five key areas of impact: **Governance**, **People**, **Community**, **Environment** and **Customers**. We've structured our report around these categories to facilitate clear year-on-year comparisons and align our efforts with other B Corp businesses.



www.designcouncil.org.uk/our-resources/the-double-diamond/

Governance

At Continua Coaching, we recognise the importance of strong governance in ensuring transparency and accountability, acknowledging that these principles strengthen our business for our clients, team, and our wider community. This year, we have put in place several governance practices that reinforce our dedication to ethical operations and sustainable growth.

Commitment to Environmental and Social Responsibility

We embed environmental and social principles into our leadership and decision-making. To uphold this, we maintain monitoring systems, set measurable targets, and regularly review progress to ensure our actions drive meaningful impact.

Our Board of Directors conducts annual reviews, assessing numerous key performance indicators against our social and environmental targets. This ongoing review process allows us to refine our practices, prioritise initiatives thoughtfully, and ensure that our impact aligns with our long-term vision.

By aligning our governance structures with environmental and social priorities, we strengthen accountability, transparency, and long-term value creation for all stakeholders. This rigorous evaluation process ensures our initiatives are effectively monitored, strategically prioritised, and aligned with our long-term objectives.

Stakeholder-focused Decision Making

We have formally embedded our commitment to balancing profit and purpose by amending our Articles of Association to consider the impact of our operations and decisions on all our stakeholders, including customers, suppliers, communities, and the environment. This ensures that our business is accountable to more than just financial performance, aligning with the principles of B Corp governance.

Objectivity and Transparency

We are committed to upholding the highest standards of integrity in our reporting, by aligning our disclosures with recognised third-party standards whenever possible. This approach ensures that our communications about impact and performance are credible, objective, and transparent.

Through our governance structure, we reinforce our commitment to responsible business practices, ensuring that Continua Coaching continues to thrive while upholding integrity, transparency, and accountability at every level.

Our People

At Continua Coaching, we are a dedicated and passionate team. We aim to meet psychological and human needs and promote a positive and healthy work environment through staff wellbeing initiatives and workplace efficiency measures. By fostering a culture of collaboration, mentorship, and wellbeing, we ensure our people can thrive, grow, and contribute meaningfully; shaping not only the coaching we deliver, but also the way our organisation operates with integrity, purpose, and impact.

Diversity, Equity, and Inclusion

We are dedicated to cultivating a workplace where diversity is celebrated, equity is upheld, and inclusion is prioritised. We believe that diverse perspectives, experiences, and backgrounds strengthen our team, enrich our coaching, and enhance the impact we create for our clients and partners.

Fair Pay

We are proud to ensure that all team members receive fair compensation that reflects the true cost of living. We recognise that fair pay supports financial wellbeing, security, and quality of life. In addition, we strive to collaborate with partners and suppliers who share our commitment to equitable pay, extending this principle throughout our network.



Culture & Atmosphere

Our culture at Continua Coaching is built on collaboration, respect, and a shared commitment to purposeful growth. We cultivate an open, supportive environment where curiosity, accountability, and creative problem-solving are encouraged, allowing both people and ideas to flourish. We work to boost staff wellbeing and performance by providing team supervision and promoting regular teambuilding activities. We also aid staff in developing their careers, enabling them to become more satisfied in their careers and achieve positive work-life balance.

Coupled with opportunities for professional development and workplace efficiency measures to boost team morale, this atmosphere enables our team to thrive, contribute meaningfully, and deliver their best for every client and partner. We are proud of our **90% employee satisfaction** and remain committed to nurturing a culture that grows stronger each year.



Staff Events

At Continua Coaching, we believe connection and shared experiences strengthen our team and support a culture of collaboration and wellbeing. In addition to our weekly meeting at our central London office space, we make time to come together to celebrate, recharge, and find inspiration throughout the year. We attend quarterly team supervision sessions with an external facilitator and combine this with offsites and social gatherings which create opportunities to reflect and learn together. It has transformed the way we think and collaborate, enabling us to create exciting and innovative work for our clients.

Community

We are committed to engaging meaningfully with the communities around us. From partnering with local organisations to supporting initiatives that align with our values, we strive to create positive impact beyond our client engagements.

We provide pro-bono services to impactful organisations such as local charities, and mentor individuals who cannot afford the service we provide, such as underrepresented groups, enabling them to enhance their job prospects and employability.

Charitable Giving

Our charitable giving policy reflects the values that guide our work and the communities we engage with. Over the past year, we have supported causes close to our hearts by donating **£5000** to organisations such as **NABS, the advertising and media industry charity**. In the year ahead, we aim to build on this commitment.

Volunteering and Pro-Bono Coaching

We believe in giving both our time and our expertise to support the communities around us. Over the past year, we contributed **92 hours of volunteering** to initiatives such as **Bloom UK, 93% Club, King's Trust, PROGRSS**. Next year, we aim to contribute at least **100 hours** of volunteering to initiatives that align with our values.

We are proud to have provided over **150 hours of pro bono work** for non-profits, charities, and unrepresented communities over the past year including **Special Olympics GB** and **Youth Business International**. We commit to providing at least **160 hours of pro bono services** over the coming year.



Environment

At Continua Coaching, we are committed to responsible environmental stewardship in all aspects of our work. From the way we operate our office to the partnerships we choose, we aim to minimise our environmental impact while promoting sustainable practices. By embedding sustainability into our decision-making, we ensure that our business respects both people and the planet, reflecting our broader commitment to creating lasting, positive impact.

Target Setting

We have committed to setting and sharing annual environmental performance targets, starting with those included in this report (see 'Future Plans'). By doing this, we aim to motivate our team and inspire collective action, in addition to ensuring transparency and accountability to all our stakeholders.

Energy Efficiency

We currently have a number of efficiency measures in place, including energy-efficient lighting and electrical equipment. We aim to start monitoring our energy consumption to better understand our impact and identify opportunities to improve efficiency over time.

Office Stewardship

We encourage greener working habits by sharing practical resources with our team on energy efficiency, recycling, and responsible waste disposal. Wherever possible, we choose environmentally friendly suppliers as well.

Reducing Waste

We strive to minimise waste across our operations and ensure responsible e-waste disposal. In addition, we aim to start monitoring and recording our waste production as a baseline to set reduction targets in the future.



Customers

Our clients are at the heart of everything we do. We strive to **discover** their vision, and **define** their goals, before we **develop** them into coaching solutions that we can **deliver** meaningfully to create a lasting impact. Through open communication, collaboration, and transparency, we ensure clients feel supported, inspired, and confident throughout every engagement.

Service & Quality

We are committed to delivering exceptional service and measurable results in every partnership. By maintaining high standards, a client-focused mindset, and a solutions-driven approach, we ensure our coaching programmes and workshops are effective, sustainable, and tailored to creating lasting high-quality value for individuals, teams, and organisations.

Customer Engagement

At Continua Coaching, we value meaningful, ongoing relationships with our clients and partners. We keep our network informed and connected through our [website](#) and [LinkedIn](#).



Customer Feedback

We view feedback as an essential part of our coaching process. We actively seek input during and after every engagement, listening carefully to understand clients' experiences. This insight helps us to refine our approach, improve our programmes, and ensure that the solutions we deliver consistently create meaningful, lasting impact.



"My experience partnering with Continua has been nothing short of exceptional. Continua's coaching has had a profound and genuinely transformative impact on our European commercial teams. The credibility, empathy and practical wisdom that Continua bring - grounded in senior executive experience - makes the work land in a way that feels real, relevant and trusted."

Trent Huffman

Senior Director, The Trade Desk



"We've been extremely impressed with the team at Continua."

Jordan Stephenson

Head of Impact & Culture, Majesticks



"Continua's coaching has had a significant impact - it has allowed for open and honest ongoing communication, increased confidence of the team, better work/life balance and understanding own needs across the team."

Vanessa Snell

Director of Operations, Special Olympics GB



"The impact of Continua's work has been profound. Creating behavioural change and adoption of new ways of working."

Rak Patel

Chief Commercial Officer, Channel 4



"Continua's coaching has supported a healthier rhythm inside the team and encouraged better communication and collaboration across functions."

Chris Laidlow

Sales Training Lead EMEA, Spotify



"Continua have taken a long-term approach to understanding our organisational opportunities and challenges. They bring refreshing person led insight and more importantly they take time to understand the issues, what we are trying to achieve and offer a practical personable approach that takes everyone on the journey."

Laura Baxter MBE

Chief Executive Officer, Special Olympics GB



"Continua have supported our Exco team on a 1:1 basis for the past 12 months with great success. Our team have enjoyed their direct approach and undoubtedly benefit from the personal senior leadership experience they all have. I would 100% recommend."

Andy Scrase

Head of People, Capability & Engagement, Utility Warehouse

Future Plans

We are proud of the progress we have made and see the achievements shared in this report as just the beginning. There is always more we can do to enhance our social and environmental impact, and our dedication to continuous improvement drives us to set ambitious goals for the year ahead.

Below, we outline our key ambitions for the next 12 months:

B Corp Certification™

We have achieved B Corp certification™, further solidifying our commitment to high standards of social and environmental performance, transparency, and accountability.

As part of this process, we have created several new policies and processes and defined significant commitments to improve our operations. Over the next year we will work hard to implement these and monitor our impact, to ensure we achieve the goals we have set.

Social Targets

We have focused our commitments for the next 12 months on achieving quantified social targets outlining our community, customer, and employee-related goals. These include:

1. Social Impact Expansion

- **Charitable Giving:**
Increase our positive impact on causes we care about, by making an annual contribution to impactful organisations of over £5000.
- **Volunteer Days:**
Contribute to 90+ hours of volunteering to our local community.
- **Pro Bono Services:**
Provide at least 150+ hours of pro bono services to deserving organisations.

2. Customer Satisfaction

- Achieve customer satisfaction rating/NPS of +80%.

3. Employee Satisfaction

- Maintain an employee satisfaction rating of +90%.

4. Diversity, Equity and Inclusion

- Ensure 100% employees complete our DEI Training.



Environmental Targets

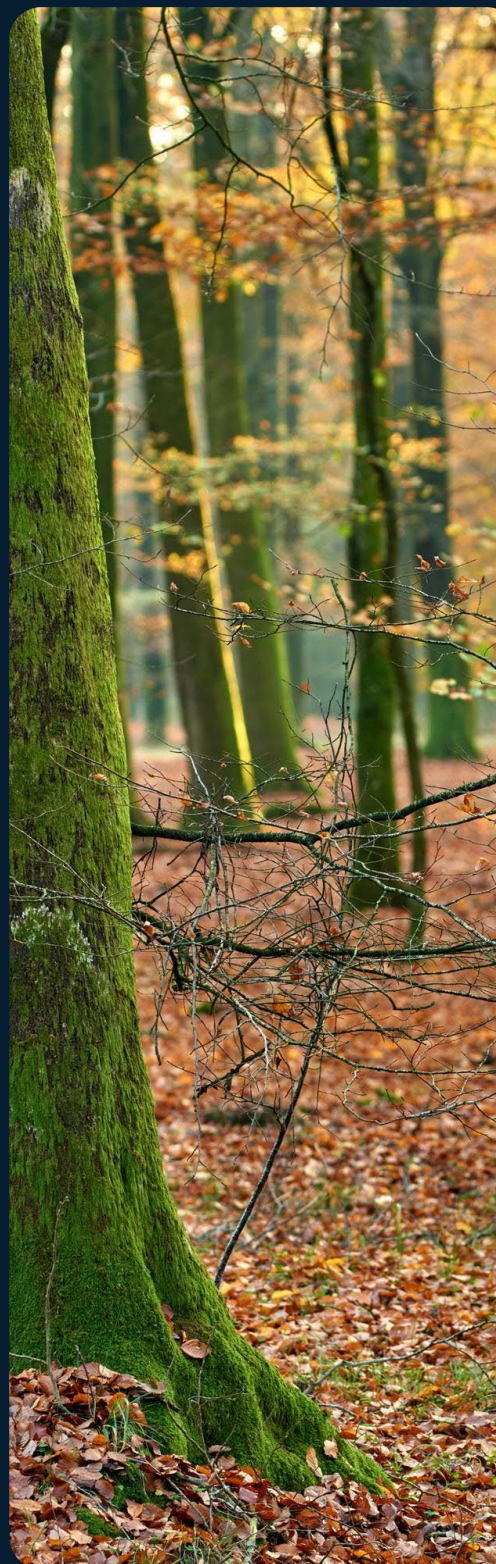
To measure the impact of the policies and processes we have put in place this year, we have set the following environmental targets for the next 12 months:

- **Environmental Stewardship:**
 - Ensure 100% of our employees are familiar with our environmental policies and have access to resources regarding environmental stewardship.
 - Ensure 100% employees complete our Sustainability Training.
- **Responsible Waste Disposal:**
 - Monitor and set waste reduction targets, especially in relation to
 - Ensure 100% of our hazardous waste is disposed of responsibly, safely and in compliance with environmental standards, in order to minimise any associated negative environmental impacts.
- **Energy and Water Conservation:**
 - Monitor and set energy and water usage reduction targets.

Impact Reports

We will be creating another Impact Report 12 months from now, which will detail our progress against these targets. We hope to include further improvements in our processes and policies in the next report. We are committed to reporting our updates and progress based on comprehensive third-party standards to ensure that we remain objective and accountable.

By focusing on these priority areas, we aim to continue to lead by example and deliver meaningful outcomes for all our stakeholders over the next year.



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