


REPORT

Helping you create an impact report that communicates your impact effectively



 +44 7976 102 865

 hannah@keartland.co

 keartland.co

 <https://www.linkedin.com/in/hannahkeartland>

Founder of Kearthland & Co, where I collaborate with my strong network to help businesses have a meaningful impact on the world.

Award-winning **bold, strategic thinker** with extensive experience of cross-functional leadership.

Balancing financial and non-financial impact is second nature, having worked in and with charities and for-purpose businesses for the vast majority of my career. I wrote my first impact report in 2007.

20+ years leading innovation and change at director and board level with the unusual blend of leading Innovation and Finance & Operations functions.

Fellow of Institute of Chartered Accountants and a member of their Sustainability Committee – know how to integrate impact and successful business.

Expert advisor roles including Public Benefit Advisor to Nominet Board (investing £65m in public benefit); Surrey Sustainable Business Network, funded by University of Surrey; King's College London.

Completed several highly respected post-graduate courses in **sustainability, leadership and finance**, including certificate in Business Sustainability Management from University of Cambridge.

Watch my [TEDx talk!](#)



We work with business leaders who are passionate about having a meaningful impact on the world through their business.

Lots of them want to talk about the impact they're having by publishing an impact report.

But they face the following challenges:

- 1** Don't know where to start or what to include
- 2** Unsure what data they need
- 3** Worried about saying the wrong thing



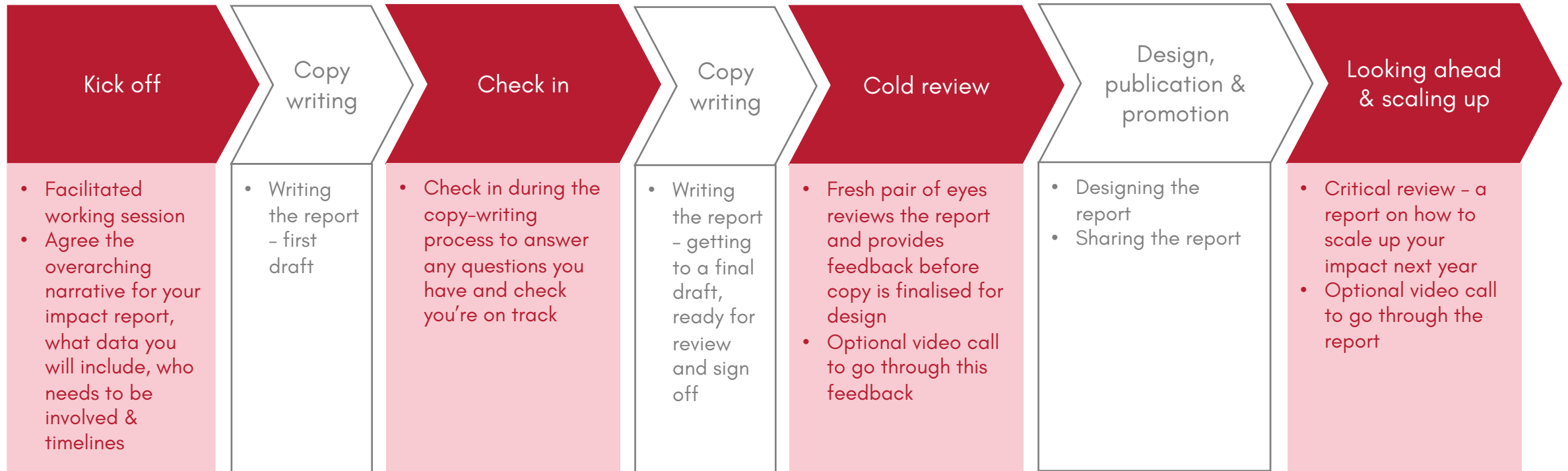
REPORT

is a solution that addresses these challenges

- Helps you map out the story you want to tell
- Supports you in identifying the data you need to tell your story effectively
- Provides support and feedback throughout the copywriting process
- Gives clarity on where to focus to scale up your impact next year

Approach

This is our standard six-step approach for producing a great impact report. The red sections highlight the three services offered by Kearthland & Co.



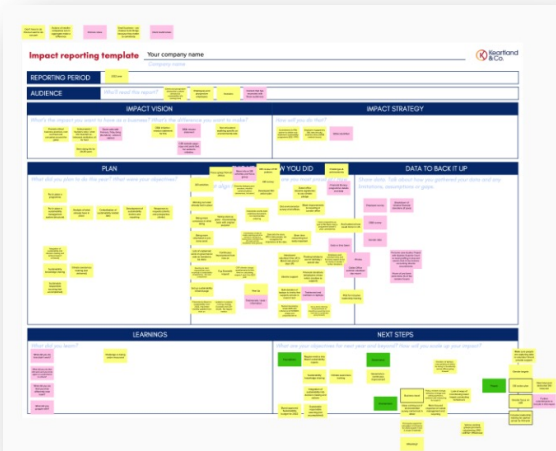
When it comes to copywriting, design and publication & promotion you have three options:

- Do it in house
- Work with agencies or freelancers where you have an existing relationship
- We can recommend agencies or freelancers for you to work with, depending on your requirements and budget

What it looks like

WORKING SESSION

to map out the story and content for your impact report



FEEDBACK ON DRAFT REPORT

detailed feedback on your draft report

This block contains several screenshots of a draft report with detailed feedback. The top screenshot shows the 'Audience' section with feedback on the introduction and a list of suggested changes. The middle screenshot shows the 'Future plan' section with feedback on the structure and content. The bottom screenshot shows the 'Learnings' section with feedback on the format and content. The feedback is provided in a structured format with numbered points and clear instructions.

ADVICE FOR NEXT YEAR

a report on how you can scale up and amplify your impact

This block contains screenshots of a report titled 'How to scale up your impact'. The report features a blue header with the title and date '18 April 2022'. Below the header, there are several images: a large tree, a river, and a close-up of green leaves. The text on the page provides advice on how to scale up and amplify impact, including sections on 'Being a role model', 'Office', 'Success & Corp', and 'Good Story'.

Selected testimonials



“Hannah has **opened our eyes and helped us to see things more clearly and holistically**. With both highly detailed perceptions into how to articulate our successes and failures as well as high level strategic questioning, our sustainability journey continues to evolve with greater understanding and sharper focus thanks to the Impact Report review from Hannah. The **follow up call provided great opportunity to delve a little deeper** and gain **complete clarity on actionable next steps**. I couldn't recommend more highly!”

GARY LAKE

SUPPLY CHAIN & PROCUREMENT DIRECTOR, THE COLLECTIVE UK

B Corp challenger food-and-drink brand



“Hannah has **the unusual combination of being a very strong strategist, great innovator and financial expert**. I'd hire her again in a shot.”

ED ASPEL

EXECUTIVE DIRECTOR OF FUNDRAISING & MARKETING, CANCER RESEARCH UK

The UK's largest fundraising charity



“Hannah's strong financial background, analytical approach and drive to make an impact mean that **she is not afraid to ask the difficult questions in pursuit of better outcomes**.”

ED EVANS

CEO, SOCIAL TECH TRUST & SOCIAL TECH VENTURES

Investing in ventures using tech for good

Book your **COMMUNICATE IMPACT** call now!

This 30 mins call is for business leaders within SMEs that want to report on their impact.

GOAL Identify whether Kearthland & Co can give you the support you need in creating your impact report.

APPROACH We'll discuss what you want to achieve with your impact report, what's preventing you from making the progress you want and what support you are looking for.

OUTCOME You'll understand the support Kearthland & Co could provide and together we'll identify whether this aligns with what you need.

You can book directly by following [this link](#)
Or email me with any questions – hannah@keartland.co