


CLARIFY

A roadmap for delivering meaningful impact,
which helps business leaders get clear on priorities and budget requirements



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Founder of Kearthland & Co, a certified B Corp™, 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. One of my superpowers is taking in diverse information, synthesising it and creating a clear path forward.

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

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.

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!

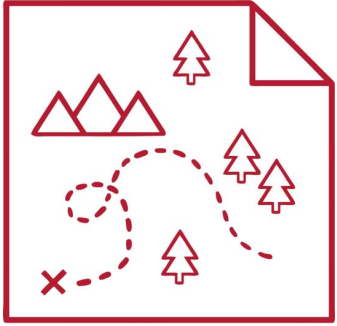


I work with business leaders who are passionate about having a meaningful impact on the world through their business.

They've already started on the journey to being an impactful business and now want to amplify and scale up their impact.

They share a common set of challenges:

- 1** Want to do this but **don't know what steps to take**
- 2** **Don't know what to prioritise**
- 3** Have **no idea how much it's going to cost** or what help they might need



CLARIFY

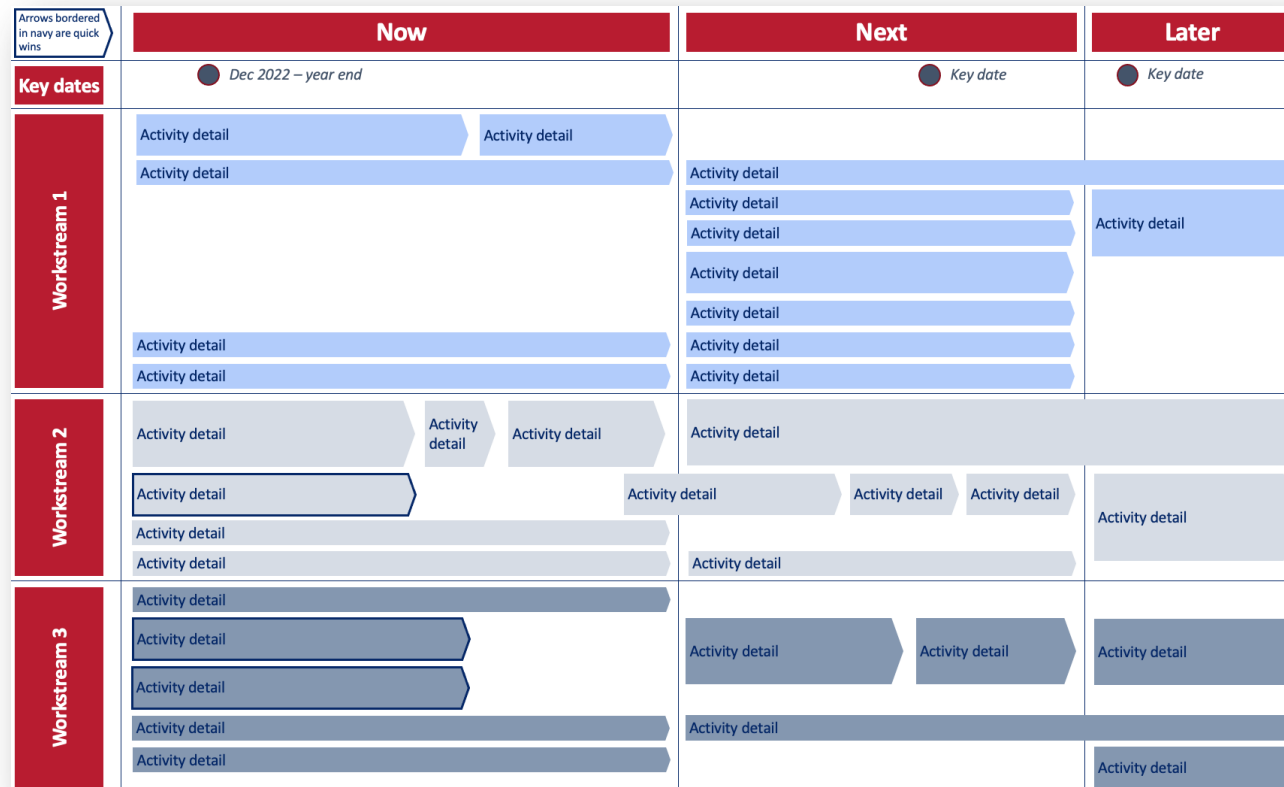
is a solution that addresses these challenges

- It's a **one day working session**
- **Bespoke** to your business and designed for SMEs
- Helps you develop a **prioritised roadmap**, identifying different work streams and quick wins
- Gives clarity on where **budget and external support** will be needed

Deliverables

PRIORITISED ROADMAP specific to your business so you know where to start

This is presented as an **easy-to-understand visual roadmap** in Powerpoint that you can add to and update



This roadmap is supported by slides which set out:

- Top level objectives for each phase
- Where investment of time and/or money is needed to deliver the roadmap
- Where external support is needed to deliver the roadmap
- Where external support could accelerate delivery of the roadmap

Our initial planning is across three time periods

Now	Next	Later
To xxxxxx	xxxx to xxxxx	xxxx onwards
What success looks like	What success looks like	What success looks like

The activities for 'now' are defined – those for next and later will become more specific as we get nearer to those time periods and have more clarity on priorities and context.

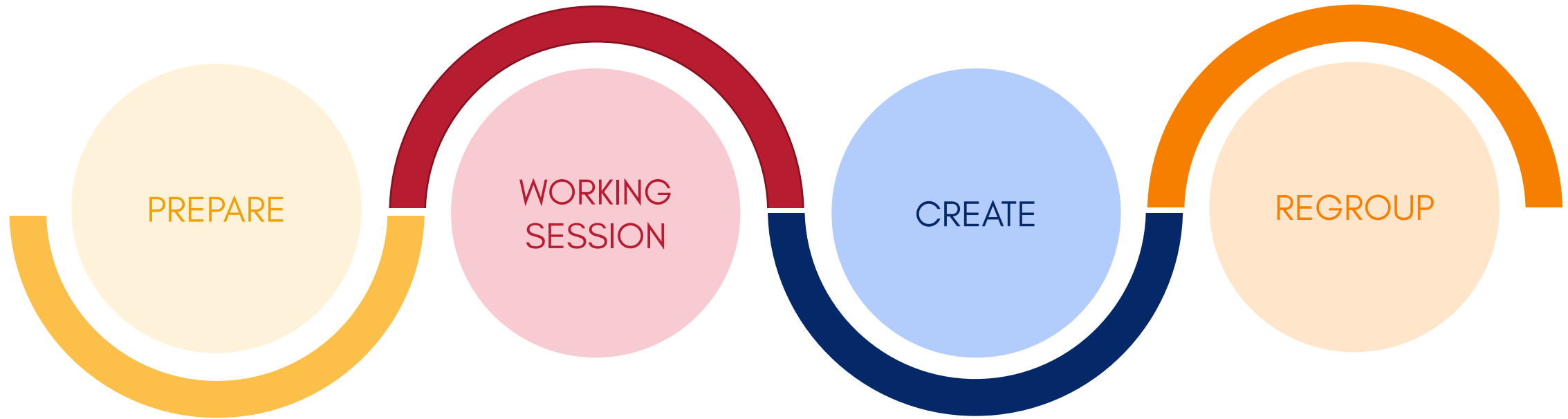
Areas where external support is required

- Area 1
- Area 2
- Area 3
- Area 4

Where external support could accelerate progress

Area 1	Area 2	Area 3	Area 4
<ul style="list-style-type: none">• Specific activity detail• Specific activity detail	<ul style="list-style-type: none">• Specific activity detail• Specific activity detail	<ul style="list-style-type: none">• Specific activity detail• Specific activity detail	<ul style="list-style-type: none">• Specific activity detail• Specific activity detail

My approach – overview



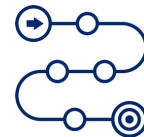
PREPARE

Through a couple of initial conversations and reading relevant internal documents that you share with me, I familiarise myself with your business. This helps me plan a bespoke one day working session so we get the most out of our time together.



WORKING SESSION

I facilitate a one-day working session for 2-3 members of your team, including the senior sponsor. We get all your ideas out on the table, identify additional activities, prioritise them and break them down into manageable chunks. I also help you identify where budget and resource will be required.



CREATE

I create your roadmap together with supporting slides, following your brand guidelines so you can use this document for internal communications.

This document is in Powerpoint so you can add to it and update it.



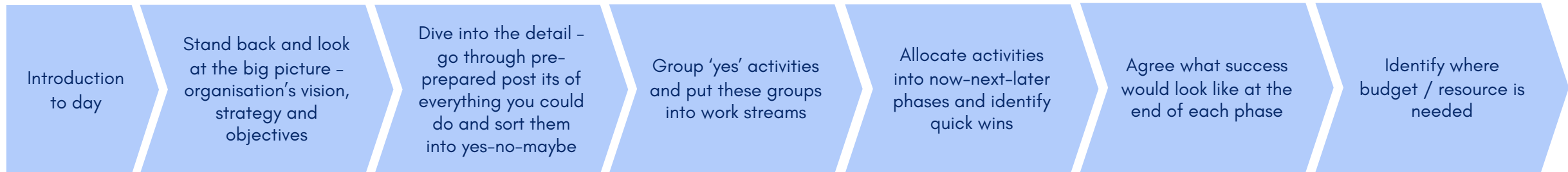
REGROUP

We have a follow up meeting to review the plan and agree next steps.

My approach – working session plan

The one day working session will follow the following seven steps.

The exact plan for the day will be bespoke to your business and I will also adapt it on the day as our discussions evolve.



Case study – create a roadmap for BKL

Situation

BKL, a B Corp certified accountancy business with c.200 employees, wanted to create a plan that would help them:

- Pull together all the different strands of ESG work across the business
- Make internal improvements and, as a by-product, achieve a better B Corp score
- Inform and enthuse the business about ESG and B Corp more specifically
- Know how much budget to put aside to get this plan started

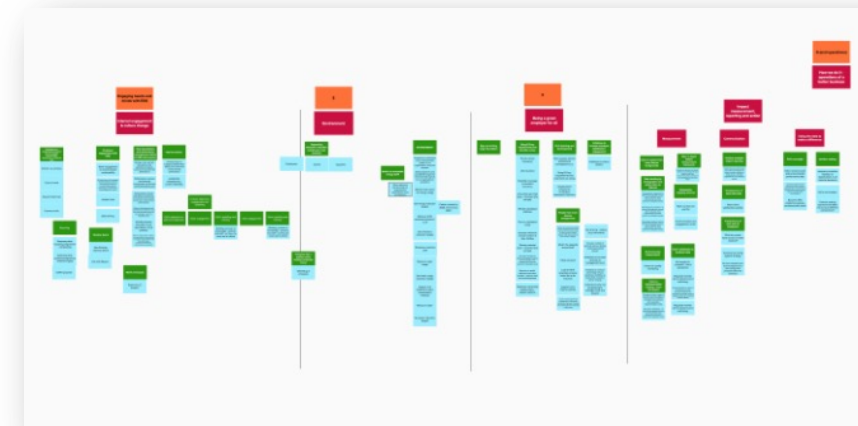
They'd identified lots they could do. But there was so much on the list that they needed help pulling that together in a structured way, working out what was realistic and deciding what to prioritise. They also wanted to identify any gaps in their activities.

Approach

Initially, I immersed myself in the business's strategy and B Impact Assessment.

I then spent a day with two of the senior leadership team where we:

- Went through everything they could do and categorised them as yes-no-maybe
- Grouped these ideas and activities into workstreams and decided what order to do them
- Discussed what was realistic and aligned against other business priorities
- Identified where external support was needed or could accelerate progress



Deliverables

After our day together, I created a PowerPoint deck that they were able to share with their Managing Partner to agree next steps, secure budget and start developing an ESG strategy.

	Now	Next	Later
Key dates	• Dec 2020 - year end	• Sep 2021 - publish impact report	• 2022 TIC - new if Corp requirements
Internal engagement & consultation	<ul style="list-style-type: none"> EC commitment on the strategic importance and role of ESG Communicate this plan through existing channels Leadership teams focus on being a great employer for all (part of ESG) 	<ul style="list-style-type: none"> Leadership teams focus on broader ESG ESG engagement, reporting & training Board alignment, engagement & reporting Team capability & training - identify existing content & training and create a plan for new / share Business engagement activities (e.g. Climate Week, GRI) Implement Stakeholder Board Reporting - make changes 	<ul style="list-style-type: none"> Role descriptions & performance management include ESG and purpose
Definitional	<ul style="list-style-type: none"> Identify business unit to help with measuring and reporting environmental impact (climate, energy, water) Identify & appoint Create plan of action Identify baseline to help with measuring and reporting environmental impact (climate, energy, water) Policy statement documenting ESG's commitment to the environment Agree next steps target 	<ul style="list-style-type: none"> Believe zero emissions management plan including setting targets, measurement, reporting and impact reduction Trial policy - create options for partners to consider Trial policy - write Trial policy - implement 	<ul style="list-style-type: none"> Support emissions reduction outside own business (suppliers, clients, employees)
Being a great employer for all	<ul style="list-style-type: none"> Understand where current energy will go for renewal Leadership teams focus have been from talent management & communication Using 3 Corp values means also benefits from expertise of requirements within legal teams Using 3 Corp requirements into all plans - share all requirements with wider team Identify strategy & initiatives - identify next steps and create a plan Working with HR teams 	<ul style="list-style-type: none"> Support to increase employee satisfaction / engagement - idea generation Identify initiatives to implement Ready strategy & initiatives - implement plan 	<ul style="list-style-type: none"> Sign up to Living Wage Foundation

	Now	Next	Later
Client selection approach - sustainability	<ul style="list-style-type: none"> Understand what are and CBP need to do to remain a Corporate Citizen after acquisition 	<ul style="list-style-type: none"> Client selection approach - rise to work with Explore potential investment partners Develop approach to working clients including and developing new clients Be ready as a Corporate Citizen acquisition 	<ul style="list-style-type: none"> Client selection approach - clients Review BC's lending, investments & pension
Policy & programs	<ul style="list-style-type: none"> Develop policy - write to wider external partners Client selection approach - write to wider external partners Develop policy - write to wider external partners Client selection approach - write to wider external partners 	<ul style="list-style-type: none"> Policy & reporting for wider external partners Implement Supply chain policy & monitoring - develop Create implementation plan Implement 	<ul style="list-style-type: none"> Review baseline amounts Implement
ESG Data	<ul style="list-style-type: none"> Establish mapping exercise Final ESG implementation tracking - more to be shared Get - what next? how get it, use of tech - create a plan & define KPIs Full agreement 	<ul style="list-style-type: none"> Implement data plan ESG regularly review and environmental performance Implement data management Communicate with staff re published ESG accounts on year to date / year to date / financial ESG data in to systems and transparency (internal & external) ESG data in to systems and transparency (internal & external) "How things you should do every time you make a decision" - create "How things?" - trial with ESG 	<ul style="list-style-type: none"> Implement data plan ESG regularly review and environmental performance Implement data management Communicate with staff re published ESG accounts on year to date / year to date / financial ESG data in to systems and transparency (internal & external) ESG data in to systems and transparency (internal & external) "How things you should do every time you make a decision" - create "How things?" - trial with ESG

	Now	Next	Later
Having an impact through our work	<ul style="list-style-type: none"> Commitment to the right level of the ESG and ready to use it in our contribution ESG & business programme Report and sustain ESG relationship Targeting and ESG as clients Identify business unit to help with measuring and reporting environmental impact (climate, energy, water) 	<ul style="list-style-type: none"> ESG & business programme Report and sustain ESG relationship Targeting and ESG as clients Identify business unit to help with measuring and reporting environmental impact (climate, energy, water) 	<ul style="list-style-type: none"> ESG & business programme Report and sustain ESG relationship Targeting and ESG as clients Identify business unit to help with measuring and reporting environmental impact (climate, energy, water)
Internal leadership	<ul style="list-style-type: none"> Review current ESG Identify baseline to help with measuring and reporting environmental impact (climate, energy, water) Identify & appoint Create plan of action Identify baseline to help with measuring and reporting environmental impact (climate, energy, water) Policy statement documenting ESG's commitment to the environment Agree next steps target 	<ul style="list-style-type: none"> Review current ESG Identify baseline to help with measuring and reporting environmental impact (climate, energy, water) Identify & appoint Create plan of action Identify baseline to help with measuring and reporting environmental impact (climate, energy, water) Policy statement documenting ESG's commitment to the environment Agree next steps target 	<ul style="list-style-type: none"> Review current ESG Identify baseline to help with measuring and reporting environmental impact (climate, energy, water) Identify & appoint Create plan of action Identify baseline to help with measuring and reporting environmental impact (climate, energy, water) Policy statement documenting ESG's commitment to the environment Agree next steps target
New service line	<ul style="list-style-type: none"> Identify what ESG means for our business and generate a strategy around this (think about implications of ESG, tech, and energy, financial services) Identify potential with our software to our accounting packages Explore and understand requirements for service lines due to ESG (e.g. disclosure requirements, SDG, risk & materiality) Start building bank of knowledge for partners & staff as they can cross sell Develop "Q" questions to ask to help potential for communication" resource to support conversations with clients on ESG 	<ul style="list-style-type: none"> Identify what ESG means for our business and generate a strategy around this (think about implications of ESG, tech, and energy, financial services) Identify potential with our software to our accounting packages Explore and understand requirements for service lines due to ESG (e.g. disclosure requirements, SDG, risk & materiality) Start building bank of knowledge for partners & staff as they can cross sell Develop "Q" questions to ask to help potential for communication" resource to support conversations with clients on ESG 	<ul style="list-style-type: none"> Identify what ESG means for our business and generate a strategy around this (think about implications of ESG, tech, and energy, financial services) Identify potential with our software to our accounting packages Explore and understand requirements for service lines due to ESG (e.g. disclosure requirements, SDG, risk & materiality) Start building bank of knowledge for partners & staff as they can cross sell Develop "Q" questions to ask to help potential for communication" resource to support conversations with clients on ESG

“We wanted to prioritise and streamline our approach to ESG, creating impact without overengineering things. ESG and sustainability is an enormous space with a number of contradictory working practices and we wanted to work with someone who could help us navigate the technical terminology, avoid greenwashing and come up with a sensible plan that worked.

Working with Hannah helped to immediately demystify some of the challenges and break them down into more manageable concepts that we could work through as a team. She has been an immensely valuable counsel and sounding board to have on our ESG journey.

She comes at things from a **pragmatic and structured** perspective, which is great when we are trying to navigate some of these questions for the first time. Hannah **focuses on tangible results and outcomes**, and understands the tension between making decisions that balance profit and purpose, and also idealism and realism, which is really helpful – **a sustainability professional who also lives in the real world.**”

Myfanwy Neville, Head of ESG, BKL



Book your **GET CLARITY** call now!

This 30 mins call is for CEOs or senior sponsors within SMEs that want to scale up and amplify their impact.

GOAL Identify whether a one day 'CLARIFY' working session could give you the clarity you need to move forward and create a meaningful impact through your business.

METHOD We will discuss your responsible business journey to date and explore your vision and objectives. Then, through a series of questions, we will uncover what's preventing you from making the progress you want.

OUTCOME You will leave the session knowing whether Kearthland & Co can help you get the clarity you need about how to take your business's impact to the next level.

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