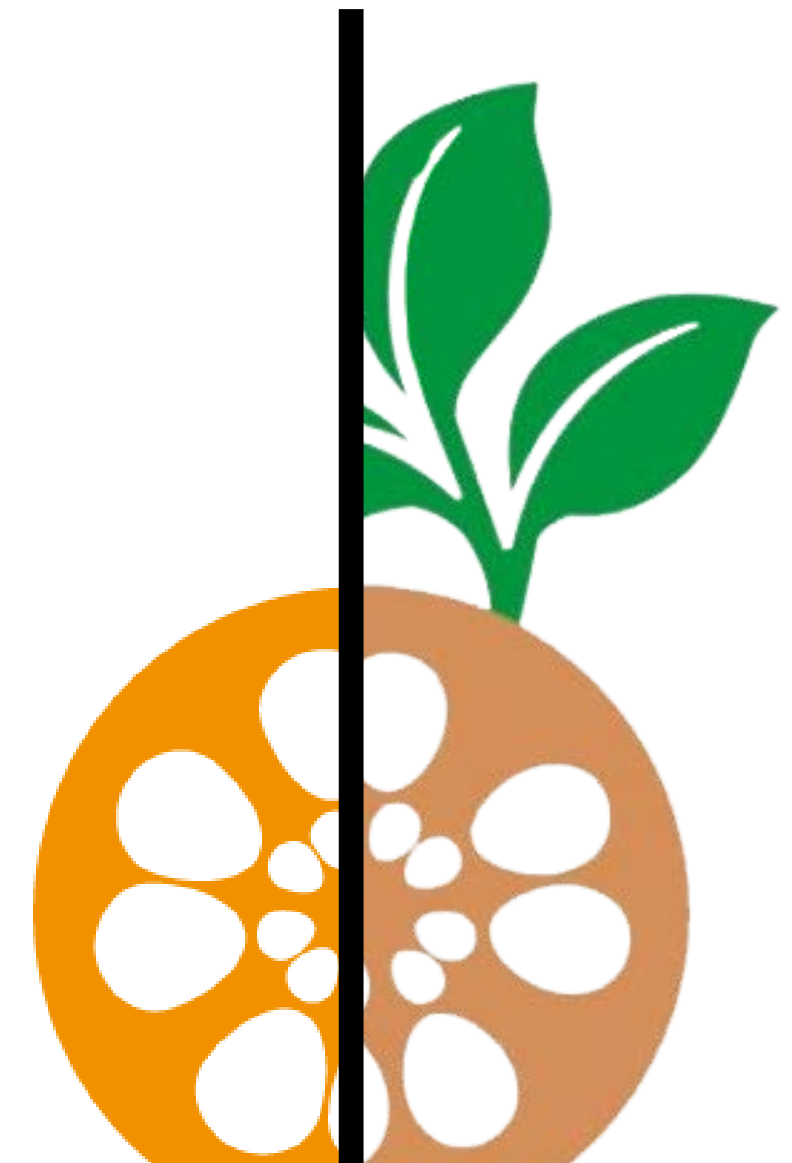


June 2021- May 2022 Impact Report

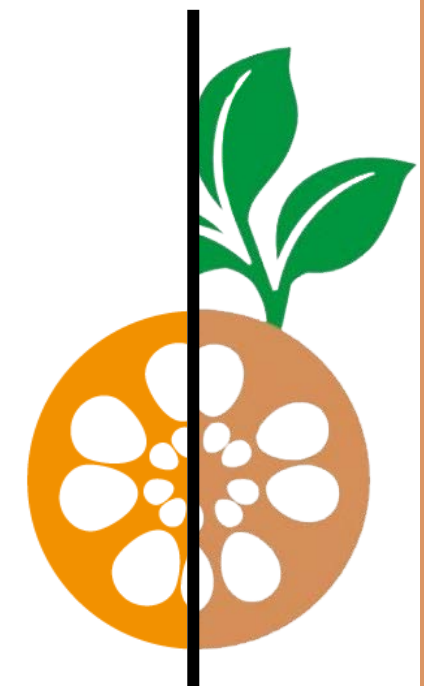


Contents

- Just Williams and The Just Williams Sales Academy
- Our Why
- Our Vision, Mission and Values
- Our Purpose
- Our Philosophy - Brilliant Basics, Magic Touches
- Our Journey
- Highlights
- Our Pillars
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 - People
 - Environment
 - Customers
 - Communities
- Our Ambition
- Our Impact

'People will forget what you said, people will forget what you did,
But they will never forget, how you made them feel'

Maya Angelou





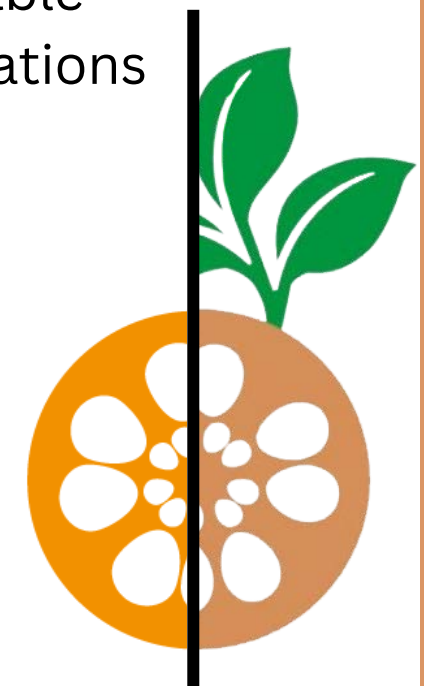
Founded in 2015, Just Williams Consultancy Limited aims to transform the traditional model of sales and marketing. Enabling accessibility for SMEs looking to grow through our tailored sales and marketing solutions. Providing a purposeful, sustainable and knowledge transfer solution to small and medium enterprises.

It was founded by Jessica Williams and named in tribute to her parents who ran a family leisure business and her late brother, who was the original Just William, a familiar story to many. Just Williams is both her and his legacy.



Founded officially in 2021, The Just Williams Sales Academy Limited aim is to professionalise the sales industry through creating in industry standard.

Online modules and face to face training, mentoring and coaching are provided to start up and SMEs across the UK. Providing tangible guidance and advice on how to increase sales in a responsible way – creating organic sustainable growth, knowledge transfer and encouraging organisations to invest in their people.





Client Profile
Development



Targeted Prospect
Identification



Social Media
Management



Client Retention
Strategy



Lead
Generation



Sales Pipeline
Development



CRM and Data
Management



E-Learning



Facilitate
Introductions



Networking



Targeted Marketing
Campaigns



Content Creation



Raise Brand
Profile



Training



+



+



+



-



=



Reduced
Cost

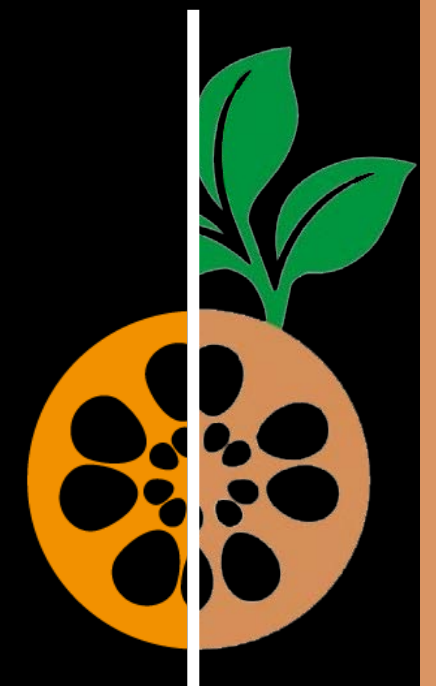
Reduced
Time

Extensive
Network

Varied
Skillset

Risk

GROWTH



Our Why

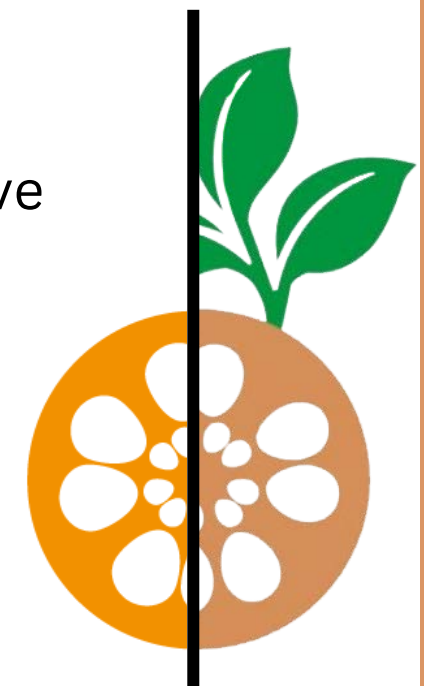
Just Williams was established in 2015 with a clear purpose – to professionalise the sales industry.

Within its first year we supported a number of local charities, regional initiatives and developed our range of local providers within the supply chain. By year seven having raised £25,000 for charity and having been involved in multiple people, community and local supply chain initiatives we were looking for something more.

We wanted to use the business as an ambassador for change, as a force for good and as a showcase for other small businesses to follow. We wanted to prove that **purposeful business isn't a substitute for profit**, the two can live in harmony and we can be both responsible and sustainable in all our encounters.

We wanted to learn, improve and inspire all those who we come in contact with and create a sustainable business who puts its stakeholders first. **We wanted to create change**. We wanted to live and breathe our purpose and prove actions speak louder than words. We wanted to create change in the sales and marketing sectors, and professionalise the industry through setting a standard.

We wanted both our businesses to reach the highest independent standards across the board – we wanted to achieve B-Corp status and continue to strive for continuous improvement across all areas.



Our Vision

To be the leader of purposeful sales and marketing solutions; facilitating change in Businesses and Communities, for sustainable, transformational growth across the globes

Our Values

Distinctive

Togetherness (work family), authentic, kind (BBMT), grit (resilience), connected and collaborative, open, people, purpose, balanced and flexible, socially responsible, unique, proactive.

Sustainable

Communities, environment, processes, suppliers/supply chain, grass roots recruitment (Kickstart, apprentices, work experience), Togetherness, Work Family, scalable processes, foundations to grow.

Progressive

Ambition, sustainable growth, people, CPD, internal skillset, employee wellbeing, environment (carbon zero), BCorp (constant improvement), team and individual mentality, to make a tangible difference to local communities and charity partners, collaboration, ownership, reflection.

Our Mission

To create sustainable business growth and visibility through unique sales and marketing solutions.

We empower a collaborative and transformational approach for the betterment of our partners, communities and planet.

Our Purpose

Our Purpose is to help create responsible and sustainable businesses through encouraging a local supply chain, supporting the local community and making a difference in every encounter.

We believe in using our business as a **force for good**.

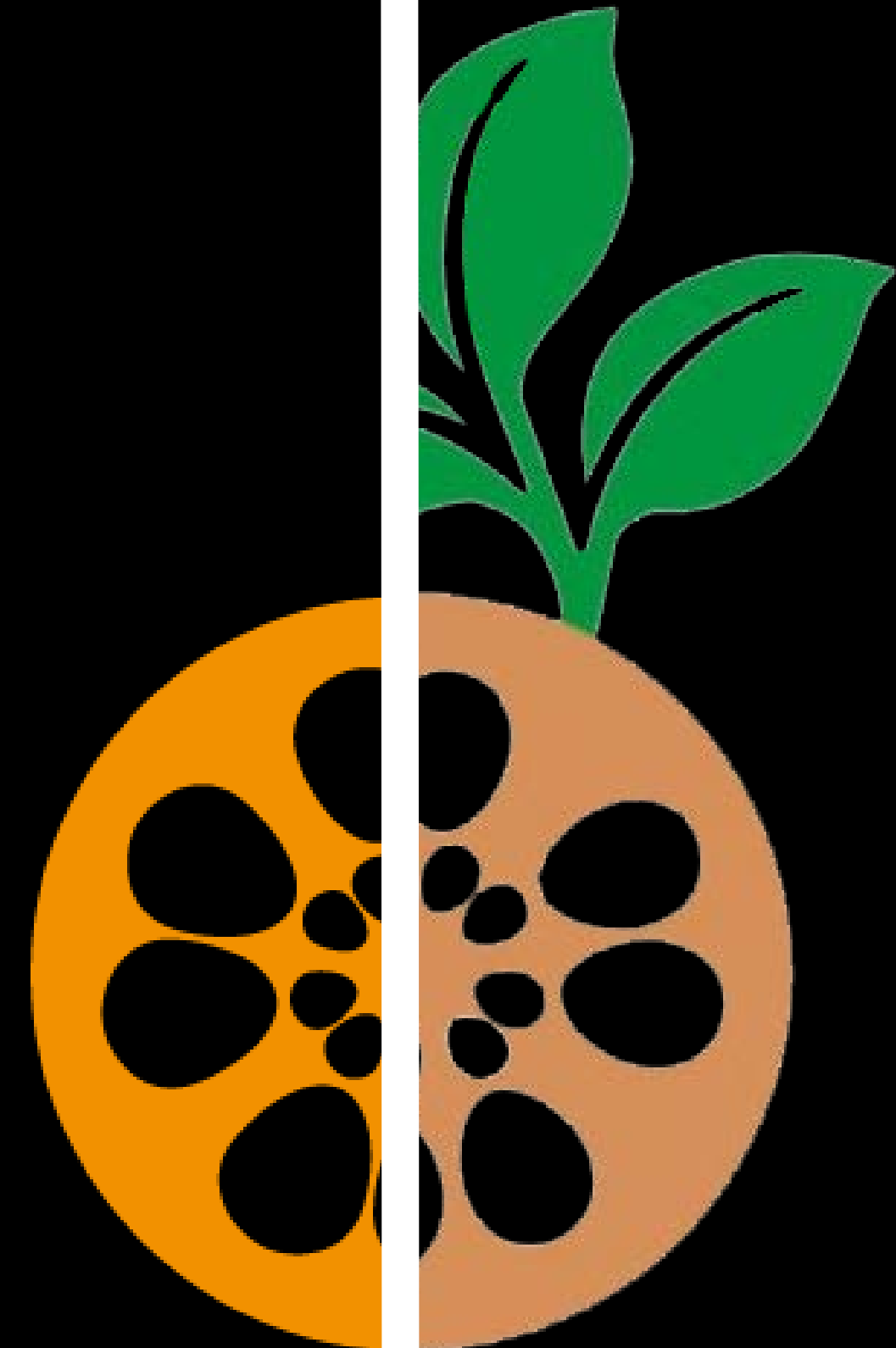
Our Philosophy

Brilliant Basics, Magic Touches.

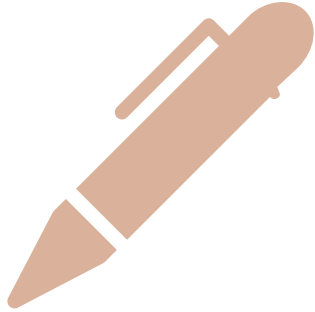
We adopted this approach at the launch of Just Williams and it links into all we do.

We always aim to get the basics right and add value at every turn to all whom we encounter.

From offering our internal training days to our supply chain, communities and customers; to sending cards and facilitating introductions. We aim to **deliver excellence at every turn** in line with our core purpose, values and vision.



Our Services



DESIGN

Sales & Marketing Strategies



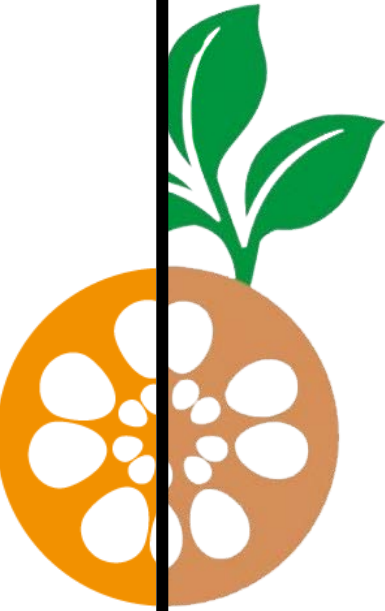
DEVELOP

Sales and Marketing processes, policies, frameworks and metrics.

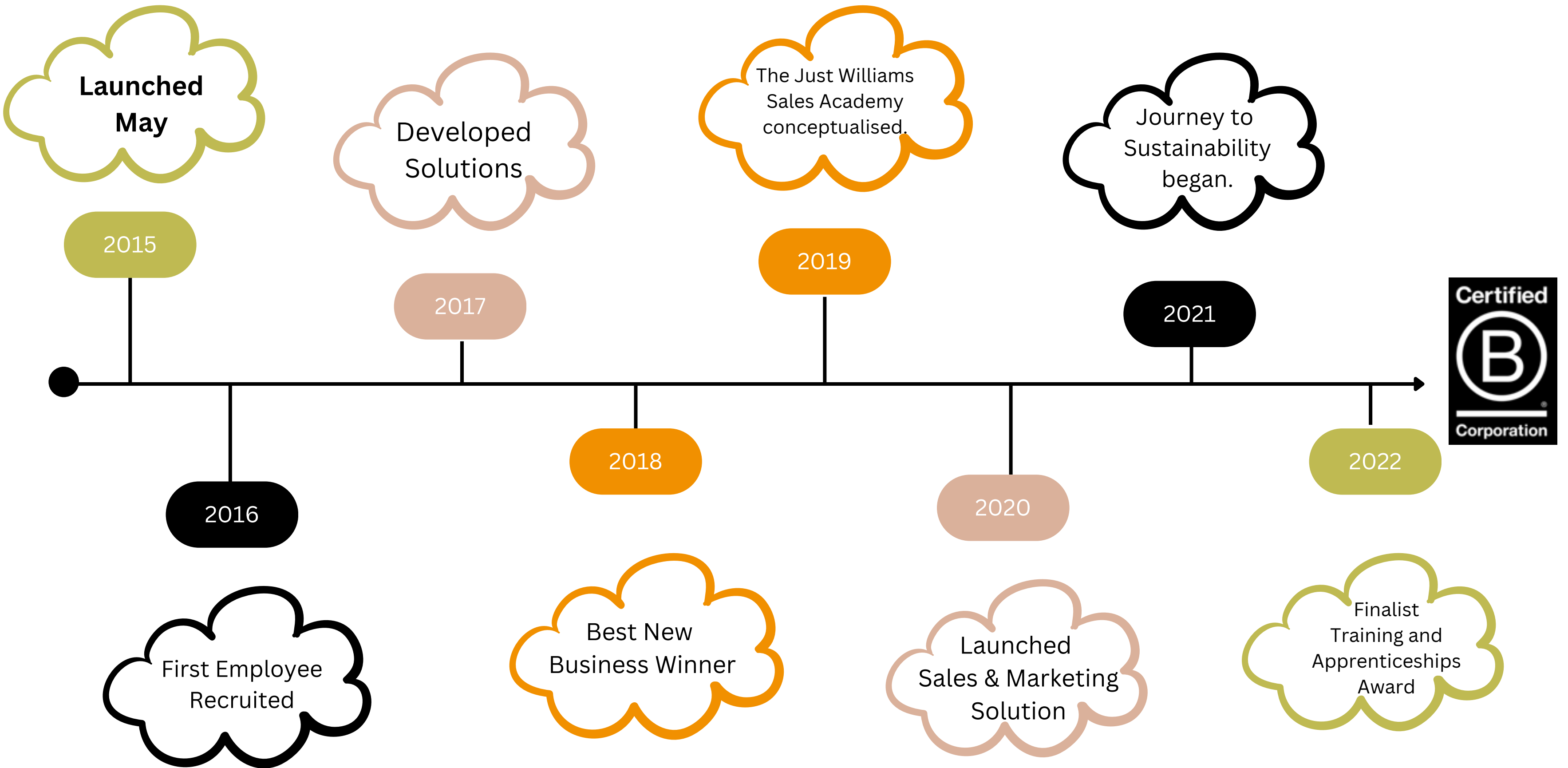


DELIVER

Sales, Acquisition, Brand Awareness, Impact.



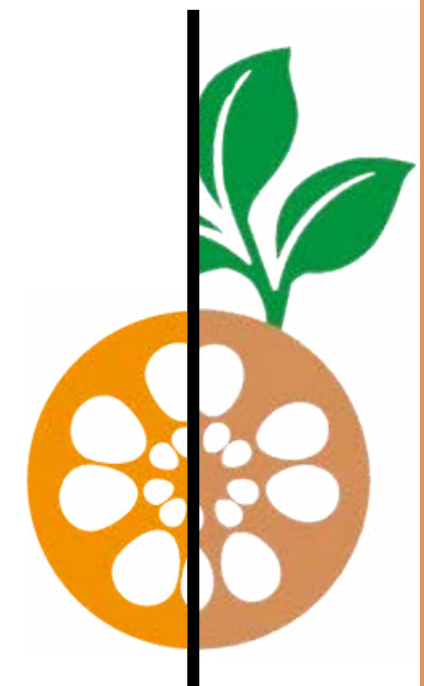
Our Journey



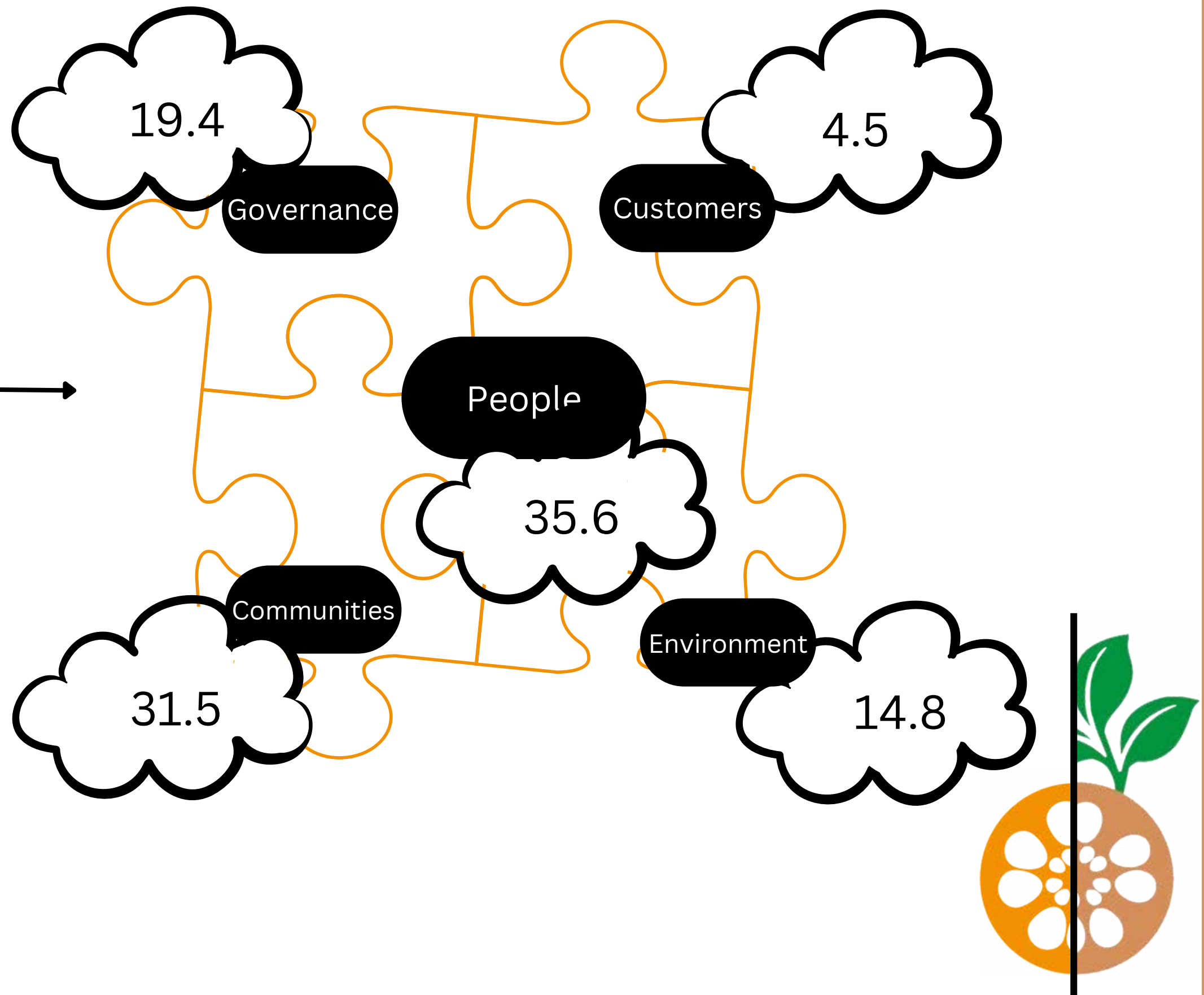
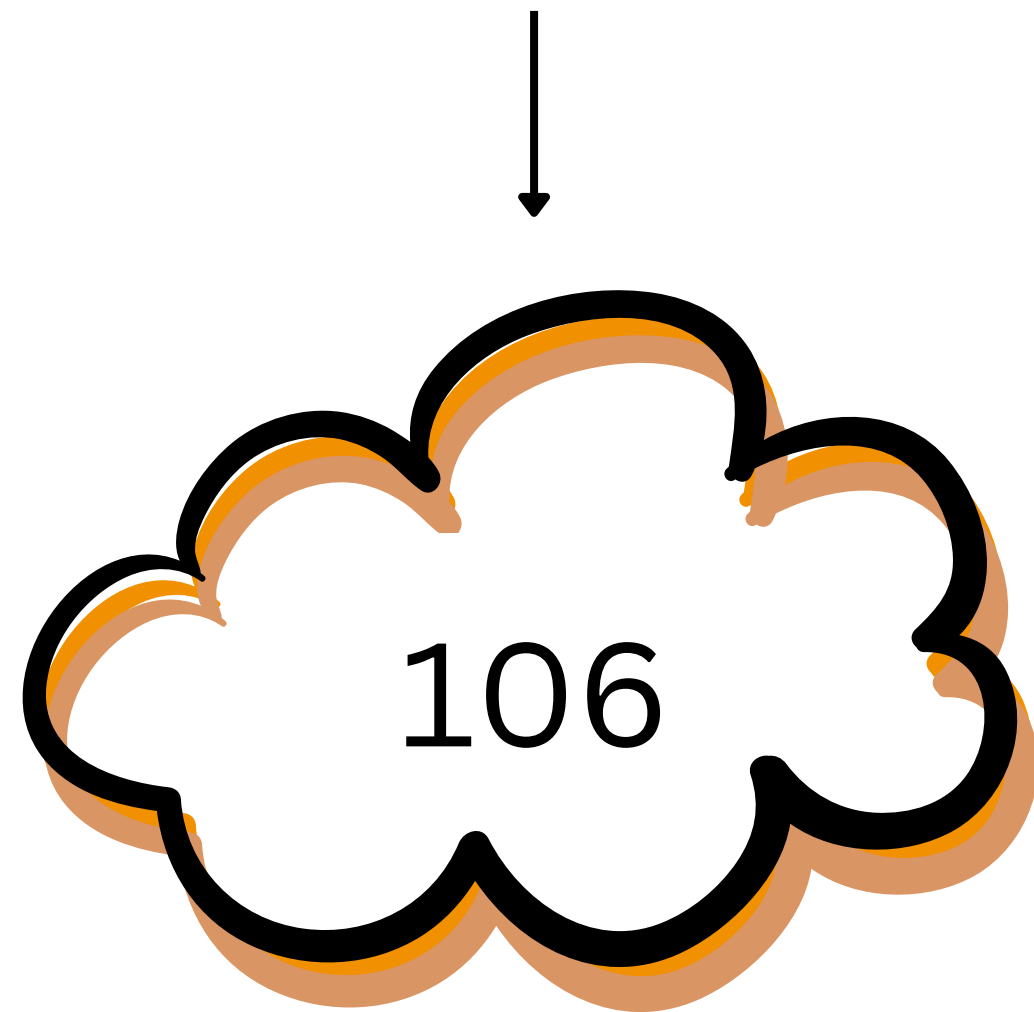
Highlights

What we've learnt:

- Sustainability is a journey and not a destination!
- Our People are at our heart and we continue to invest in them more than anything else.
- Culture is everything, otherwise it's just a process.
- Time, patience, ownership, and a desire for change are needed to drive forward.
- This is an ever-evolving process and is never stationary – you have to be agile and move with it!
- Knowledge sharing and networks of like-minded businesses and individuals are crucial.
- Feedback internally and externally are crucial.
- Sometimes it can cost more to do the right thing.
- Sourcing local suppliers can be tough.
- There's so much movement in B-Corp but still more needs to be done.
- **We can influence others.**



Our Impact Score



Our Governance

- We have become a purpose-led business with a responsible, ethical, and sustainable ethos evidenced in our Vision, Mission and Values.
- We have committed to treating our stakeholders equally and amended our Articles of Association.
- We have and continue to provide training for our team and evidence an inclusive and welcoming environment with equality, diversity and inclusion at our heart.
- Employee Handbook re-engaged with active policies, procedures and processes.
- Our KPI's are business wide with only 1/5 financial metric.
- Our team meetings and management meetings provide transparent information regarding business performance and activity monthly.

Our People

- We have become a Real Living Wage Employer.
- We have introduced Flexible Working Benefits.
- 5% Net Profits are invested in our People through a Professional and Personal Development Pot.
- 5% Net Profits Go to our charity partners chosen by our Team.
- Organisational Growth through being an organisation people wanted to work for.
- 12-month training plan with guest speakers and invited others to join.
- Blind recruitment, revised processes and inclusive hiring and promotions.
- Voluntary Days and Wellness Days introduced.
- 'My-Ideas' session launched monthly along with Pizza Mondays and wellness talks.
- Signposting and specialist support for financial, physical, emotional, professional and personal support.
- We have launched private healthcare and employee advice programmes for all team members.

Our Commitment

We pledged to donate 10% of our net profits to our chosen charities and Personal and Professional Development Fund for our staff.

In 2022/2023 have successfully committed:

£1,433.95

to Red Balloons
and The Girls' Network

This money will be evenly distributed between both organisations to better support their service delivery, fund projects and core costs - wherever it can be of most use to the successful operation of their services.

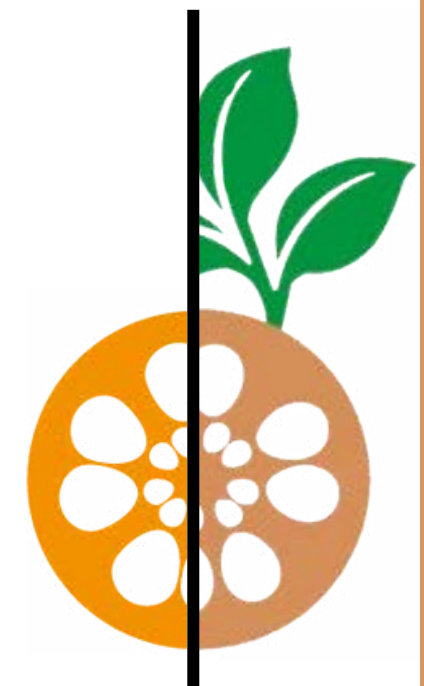
&

£1,433.95

to the Just Williams Personal and Professional Development Fund

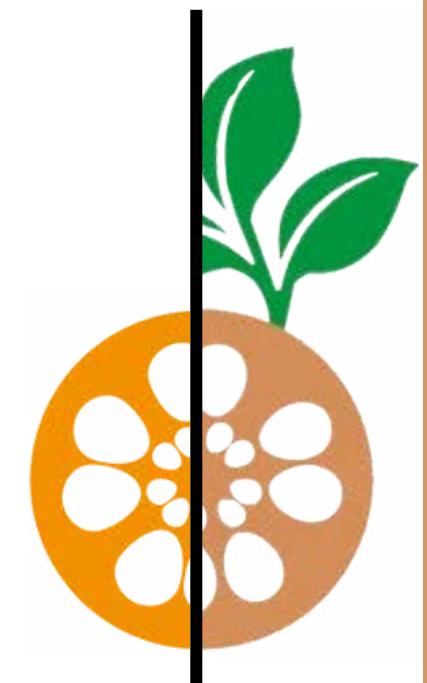
This fund can be accessed by Just Williams staff to pay for classes, courses and enrichment activities that supports the development and wellbeing of the individual, as well as additional professional development.

Our fundraising activities also raised an additional £2,000 for our charity partners.



Training Plan 2022

Date	Delivered By	Topic
14th February	EM	Goals, Objectives & Tasks
14th March	EM/JW	What is BCorp?
11th April	Red Balloons	Mental Wellbeing
27th June	Simon Clayton	Social Media & Profiles
11th July	Halo/Yasmin Khan	Equality, Diversity & Inclusion
8th August	Imvelo	Sustainability
19th September	EM	Team Building & The Meaning of I
10th October	JW	B-Corp
14th November	EM	Confident Communication & Articulation
12th December	EM	Christmas Activities, Team Building & Goal Setting for 2023.



Our Environment

- We have committed to becoming carbon neutral by 2030.
- We have implemented a clear and concise Environmental Policy.
- We have implemented a full Recycling program.
- We have launched a support scheme in our building for recycling batteries, IT equipment, clothes and ink cartridges for all tenants.
- Our products are all non-toxic, procured locally and recyclable or reusable, refillable.
- We have planted 200 trees.
- We have organised three local litter picks.

Our Communities

- We have formalised our commitment to support our charity partners with 5% Net Profits annually.
- In addition we have raised over £5000 this year in charity events and activities organised by the team.
- We have provided over 100 hours of volunteering time, across a variety of causes and activities.
- We have opened our Mental Health, EDI and Sustainability training to all our stakeholders free of charge.
- We have supported over 5 local charities with time, financial resource and signposting and referral to key partners.



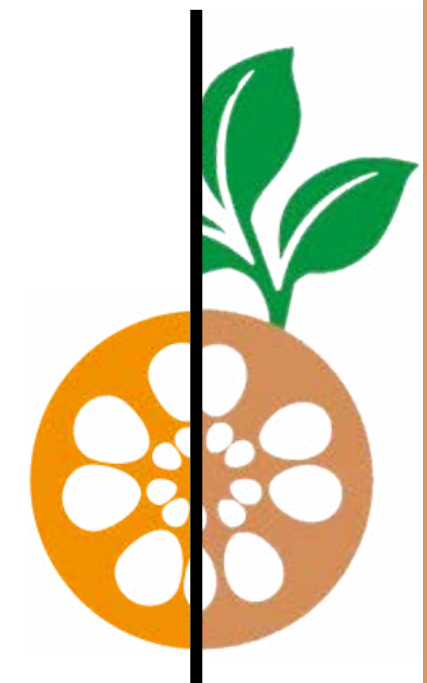
Our Customers

- We have implemented regular Customer Feedback loops, forums and questionnaires.
- We have created a local supply chain for our customers through our own and our networks.
- We have hosted training sessions, volunteering opportunities, environmental days and educational days to our customers.
- We have planted 200 trees on behalf of our customers.

Responsible Partnerships



Supporting Local





Vitality



Our Ambition for 2022 and Beyond...

Business Growth

- 80% Financial Growth (T/O) £350k
- x3 Consultancy Clients 40k
- x4 Going for Growth Clients (+2)
- x6 Hybrid (+4)
- Financial stability and maintaining margin at 40%
- Create sustainable teams through effective recruitment and development.

Customers & People

- Retain on original or revised product.
- Staff Retention - reduce attrition
- 10% uplift in socials and marketing engagement
- 95% customer satisfaction scores
- 95% internal positive feedback
- Increase team engagement, continue My-Ideas etc.
- Continued endorsement of wellbeing support and signposting
- Implementation of Wellbeing Days and Wellbeing Check In for staff.
- Implementation of the Personal and Professional Development Fund.

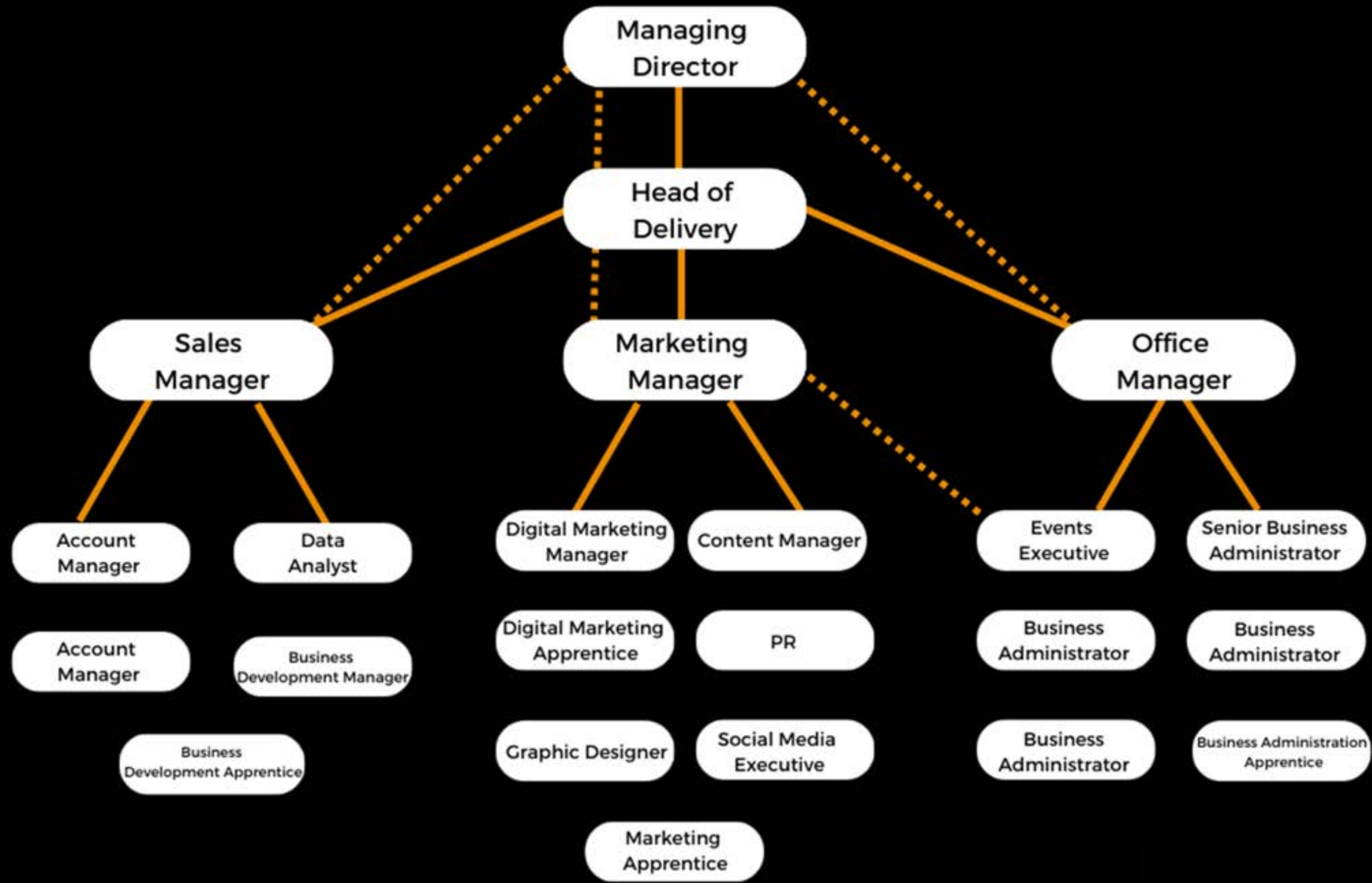
Communities & Environment

- Raise £5,000 for Charity Partners
- Look to secure future Match Funding for Charity Partners
- Each team member to host a charity day/activity
- Voluntary Days - x2 per annum (x1 for Charity Partners, x1 for External)
- Reduce Carbon Footprint by at least 25%
- Reduce car usage by 25%
- Reduce contribution to landfill by 25%
- Increase trees planted to x300
- Active engagement with SDG's 3, 4, 8, 10 and 13.

Governance

- BCorp 100+ - with annual 5% increase
- Data Quality - monitor and maintain at a high quality
- Client Delivery - in line with business values
- Policies and Procedures - active engagement with
- Adherence to the Code of Ethics
- Continued review and implementation of Local Supply Chain.

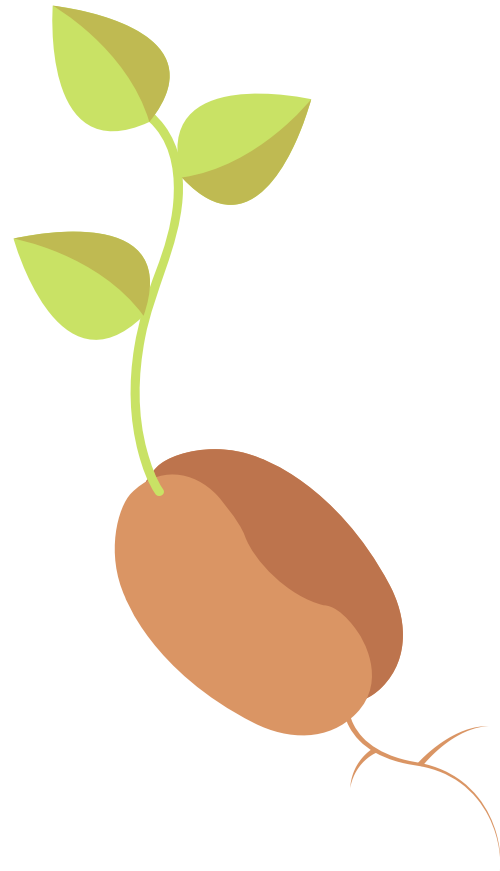




Our Impact



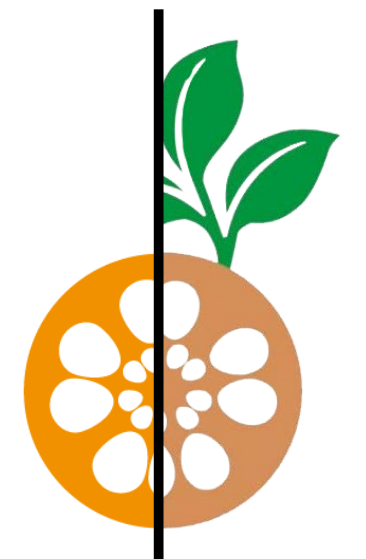
2021
Our B-Corp Journey began.



2022
Our B-Corp lessons, Implementation and Assessment. Data Collection, analysis and strategy developed.



2023
Our Continuous Development Journey continues and our Impact monitored. Data assessed and improvements reviewed and delivered in line with KPIs.





Compiled December 2022

