

# Impact Report

1st June 2022 – 31st May 2023





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Just Williams



The  
Just Williams  
SALES ACADEMY

## Business Introduction

Just Williams was launched in 2015 with an ambition to professionalise the sales industry and change the status quo within the sales sector. Starting life as many businesses do, in a spare bedroom with a big vision and not so big bank balance. The first few years saw significant growth and matched challenges but the makings of a long term business. In 2020 we added marketing to the mix, providing our customers with a fully serviced sales and marketing solution. And in 2021 we launched our sister business, The Just Williams Sales Academy to train online and face to face providing the best levels of customer service and sales training and establishing an industry standard.

# Leadership Letter

What a year it has been!

The last financial year has been a challenging one for the economy, for a vast array of reasons and we have like many been affected directly by cost increases, attrition rates, businesses looking to cost save, centralise functions and curb spending. That said we continue to fare the storm, evolve our offering, contribute to our communities, champion our customers and embed our practices.

This report reflects our financial period 1st June 2022 – 31st May 2023 at which time our BIA had been submitted in April 2022 but we had not yet received accreditation. However at the time of writing in summer 2023 we found out both businesses had successfully certified as B-Corporations in July 2023 and August 2023. Perhaps one of the proudest moment for both businesses to date.

The period 2022 / 2023 saw the most significant change since their formation as we embedded our learning, processes, policies and continued to strengthen our culture around the B Corp principles.

With a strong initial score, we had a solid framework but were keen to improve in every area we could and have seen some sizeable changes in the business this year. With the success of our second Just Williams Sales Academy Conference in May 2023 bringing together a strong local supply chain, knowledge sharing opportunities and championing gender equality and decent work and economic growth in line with our chosen Sustainable Development Goals. Bringing together our customers, supply chain and stakeholders to take part in tree planting with the local council and litter picking with over 30kg of rubbish collected sees our impact taking shape.

Our purpose remains to help create responsible, sustainable businesses through encouraging a local supply chain, supporting the local community and making a difference at every encounter.

Happy reading,

Jessica

The Journey  
2022 - 2023

The Just Williams Sales Academy launched online sales training.



Second successful Sales, Service & Success Conference.

Charity Partners nominated Red Balloons & The Girls' Network



Raised £5,915 for our charity partners!

Completed more than \_\_\_ volunteering hours.



Across a variety of charities, community organisations and partners.

Planted over 200 trees by hand.



Organised and participated in over \_\_\_ hours of litter picking events.

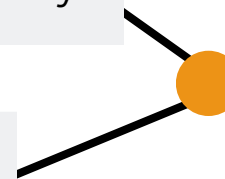
Designed & launched our Associates Programme.



Creating a diverse directory of small, local and/or independent suppliers.

My-Ideas launched and facilitated monthly.

Private health insurance for Staff (Vitality).



Wellbeing Days for Staff.

Comprehensive in-house recycling scheme created.

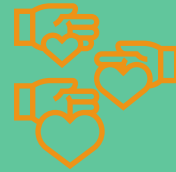


Encouraged businesses in our managed building to take part.

Highlights



**65%  
local supply chain**



**Raised £5,000+ for  
charity.**



**Donated more than 120  
hours to voluntary  
activities.**



**Planted 200 trees and  
collected 7 tonnes of  
litter.**



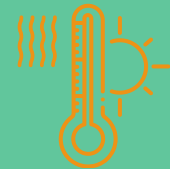
**Prevented 70kg of waste  
going to landfill.**



**Wellbeing Days for staff  
and access to private  
health insurance.**



**Person-friendly  
processes in place.**



**Member of Stockton on  
Tees Business Climate  
Coalition.**



**B Corp Champions!**

# Our Journey to Certification & Beyond

Needless to say its been a busy few years, and now eight years on I am proud of all we have achieved.

We have won awards, worked across the globe and represented some incredible businesses, individuals and raised significant sums for our charity partners. But in 2020 I came to a crossroads and posed the question on a very dreary December day 'How sustainable is the business'? And as you can imagine the answer was short and concise. It's not. So as a result we commenced our B – Corp journey.

B-Corporation certified aligns with our culture and strategy, it cements who we are and why we do what we do providing a framework, guiding principles, a network of like-minded businesses and a continuous improvement mentality.

Established in 2015 Just Williams continues to evolve. We remain committed to professionalising the sales industry and now with marketing and our sister company (The Just Williams Sales Academy) we are ensuring this is provided in the most sustainable, responsible and ethical way and encouraging others to be so too!

Our second impact report covering 2022 / 2023 has seen the most significant period of change for the businesses as we have looked to embed our learnings and be an ambassador for change.

Over the past few challenging years of the pandemic, we have learnt much and have become dedicated to using the business as a force for good. Championing this philosophy, creating change and supporting the communities we live in, the environment we are reliant on, the supply chain we require and attracting the people we desire.

Just Williams is a champion for change, we believe that purpose and profit can exist harmoniously – that creating a sustainable business is not only the right thing to do, it's the only option.

We have now reached the highest independent standard but will continue to strive, improve, innovate, learn and champion change. And encourage other businesses to do the same.

# Impact Score

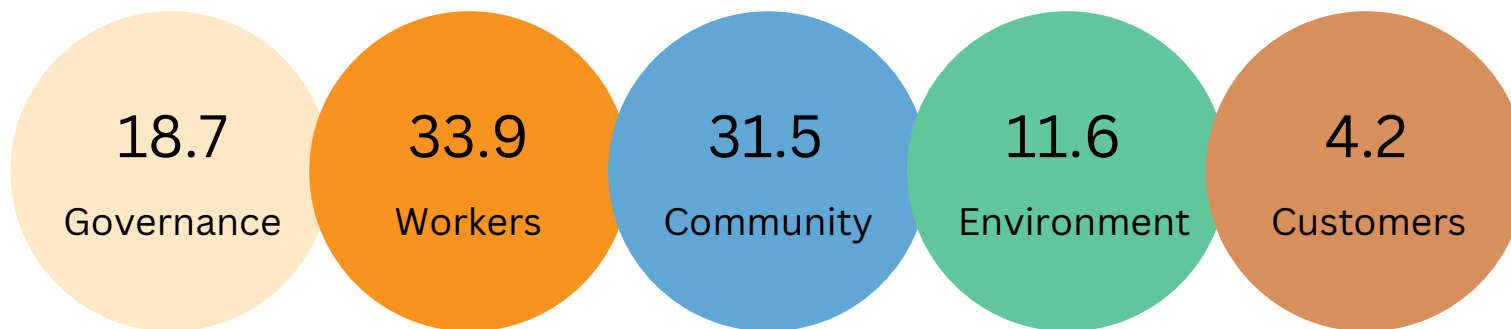
# 100.1

On the cusp of our new financial year in June 2023 we achieved certified B-Corporation status. A huge milestone for the company and all our stakeholders. Ranking above the average we are proud of all the hard work our team have delivered to achieve this and whilst we started with strong foundations, the journey over our last financial year has been significant.

Much of our time in 2022 / 2023 has been spent refining, embedding, reflecting, and refining the lessons we have learned and the challenges we have faced. So, whilst achieved in our 'next financial year' and will be shown in our 2023/2024 Impact Report, it would be remiss of us not to highlight this milestone and significant step for both Just Williams Ltd and The Just Williams Sales Academy in achieving this benchmark.

<https://www.bcorporation.net/en-us/find-a-b-corp/company/just-williams-consultancy-limited/>

We have become one of the first in our region to achieve certified status and in Autumn 2023 we will be hosting Tees first B-Social. Maintaining momentum we are also deep into planning to co-host the region's first Sustainability Conference with Northumbria University in 2024.





## Training

We have trained over 3000 people online and face to face through our Academy, supporting our ambition to professionalise the industry and create an industry standard.

## Supply Chain

We have championed and transitioned to a 65% local supply chain and encouraged our customer base to do the same creating a vetted directory of 35 like-minded local businesses available to all.

## Raised Awareness

Joined the Business Climate Coalition, working groups and networks, we continue to raise awareness of operating business as a force for good and championing a more sustainable model, inspiring, supporting and mentoring other businesses through the process.

“the event was incredible.  
I feel motivated and  
loaded with knowledge ...  
thank you.”

Beth Maddison, Pixated

So much to take away and  
support [my work].  
Thank you.

Julie Oxley-Hoyle,  
Butterwick Hospice Care

Our focus for the year ahead encompasses all pillars with a core focus around:

- Our Supply Chain – refining, educating, collaborating and championing change.
- Associates – working closer with our associates embedding processes, championing principles and aligning with customer spend
- Become advocates for Change – deepen and strengthen relationships with local bodies, forums to influence and be an ambassador for change.
- Sustainable Development Goals – we have refined our sustainable development goals to focus on four key areas with an action plan created for each.

**Good Health and Wellbeing**

**Gender Equality**

**Decent Work and Economic Growth**

**Climate Action**



## Business Growth

### Customer and People Excellence

### Support our Communities and Protect our Environment

To champion and support **Business Growth** and change to more organisations looking to become a force for good and work with like-minded organisations across the UK. Offering our recently diversified programmes including consultancy and mentoring to support those harder to reach and newer in their start-up journey, enabling all access to our expertise and support and be an advocate for decent work and economic growth in line with our chosen Sustainable Development Goals.

To work closer with our **Customers and People** to create a **culture of excellence**, feedback and support. To ensure we continue to deliver in line with expectations, ambitions and support progression through training and development and access to our network. To work with more underrepresented individuals and organisations locally through both our supply chain and our workforce; and champion a culture of equality, diversity, and inclusion. Promote good health and wellbeing and gender equality in line with our chosen Sustainable Development Goals.

To support our **Communities and protect our Environment** through our ongoing work, training and knowledge network. To raise awareness of the circular economy and invite others to do the same. To protect our environment through our continued recycling and zero landfill programmes and work with our charity partners to do the same. To join the B-Corp working groups, local and national climate coalitions and embed our climate action sustainable development goals along with working with other partners in this space locally, regionally and nationally.

## 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.
- Comprehensive Supply Chain Audits
- Introduced new solutions and processes to work with smaller businesses
- Conference places offered to charitable partners

Achieved in 2022/23	Goals for 2023/24
More regular team meetings.	Comprehensive supply chain audits.
Training	Website audit (Green)
	Associate model and policies.
	Embedding SDGs
	Appoint a NED



# Our People

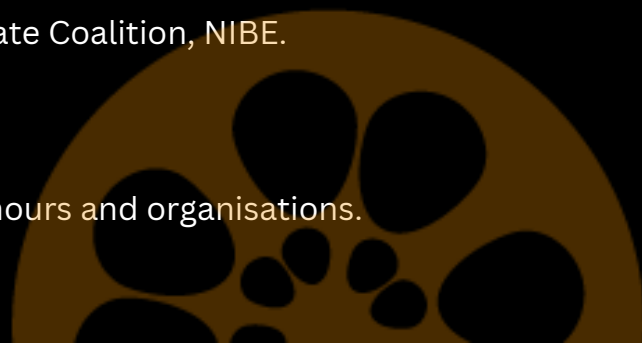
- We have become a Real Living Wage Employer.
- We have introduced Flexible Working Benefits.
- 5% Net Profits are invested in our People through a Professional and Personal Development Pot.
- 5% Net Profits Go to our charity partners chosen by our Team.
- 12-month training plan with guest speakers and 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.
- Employer of Choice.
- Breakfast snacks and fruit made available.
- Flexible working and reallocated time off for child care.
- Training programme and hours.

Achieved in 2022/23	Goals for 2023/24
Recruitment Process	Flexible working
Breakfast	Parental leave review
Tuck Shop (profits to charity)	Onboarding Process
	Mentorship program
	Embed 5% personal development fund use
	£250 per person for charity



# 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 commitment – £5,915 raised in aid of Red Balloons and The Girl’s Network.
- 4x4x48 Challenge.
- Business Climate Coalition, NIBE.
- Catalyst.
- Volunteering hours and organisations.



Achieved 2022/23	Goals for 2023/24
Teesside Independent Champion	Gender Equality Champion
	Supply Chain audit
	Training opened to all Stakeholders
	ESG education
	Engagement with local groups, councils and business climate coalition
	Quarterly newsletter



# 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 local litter picks.
- Reduction in landfill.
- Championed for local suppliers to introduce a more sustainable range of products.
- Championed for green spaces and use of a community garden at our office.
- Embedded a reduction in car usage.
- Embedded our chosen Sustainable Development Goals.



Acheived 2022/23	Goals for 2023/24
	Influence landlord
	Green spaces
	Extend recycling programme to others
	Circular Economy
	Plant more trees
	Educate Scope 1/2/3



# 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 and dedicated them to our customers.
- Used local suppliers for our customers.
- Encouraged and championed the use of more sustainable products.
- Created ESG Programmes for our customers working with local charities and established strong relationships.

Achieved in 2022/23	Goals for 2023/24
	Newsletter
	Feedback forums
	Training/Education
	ESG program
	Supply chain reviewed for them
	Signposting



## Thank You

The journey we commenced on back in December 2021 has been a long one and is far from over as is the nature of sustainability itself. However, the remarkable transition of the business, its culture and impact are worthy of note and I for one am immensely proud of all we have achieved - and continue to achieve. My team are nothing short of remarkable as our customers and the communities we serve. The future looks bright and we continue to champion using business as a force for good in every way and are dedicated to create change in this space.

We hope you too join us on this incredible journey and create the long lasting change we have an opportunity to deliver.

Thank you  
Jessica







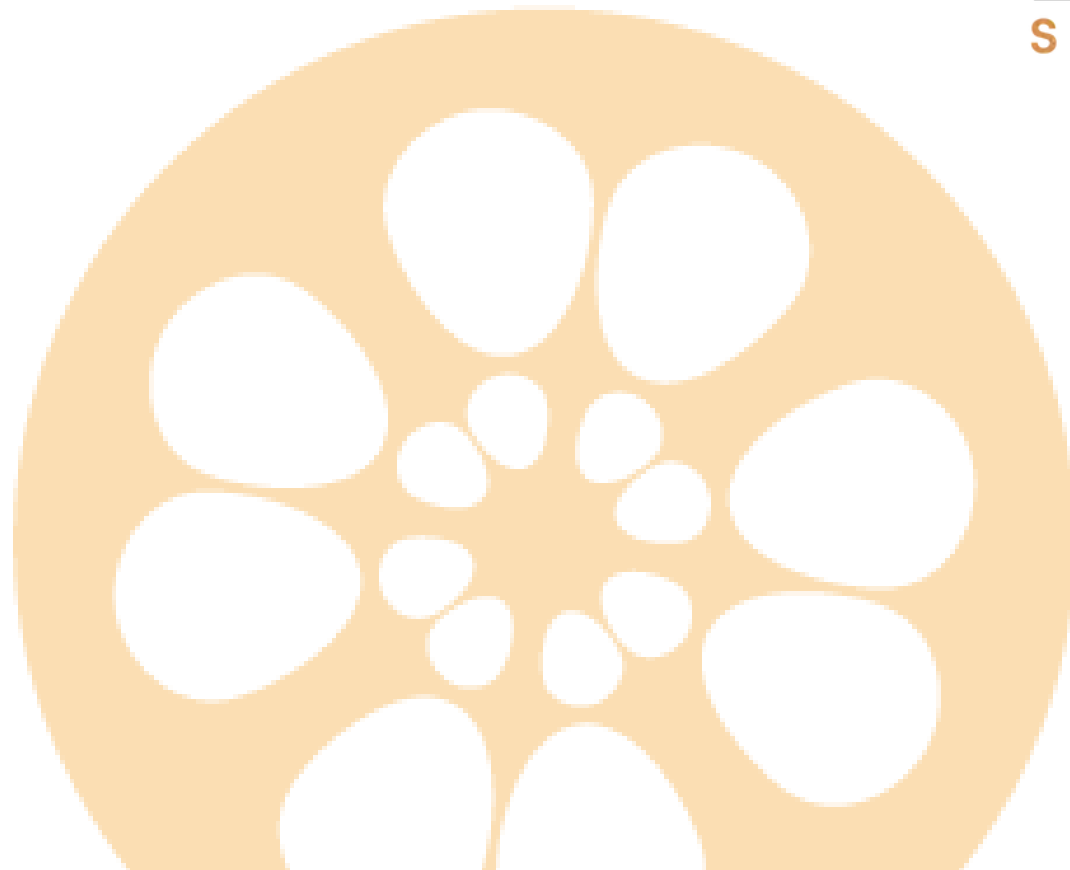
Just **Williams**



The  
Just **Williams**  

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SALES ACADEMY



2022-2023