

IMPACT REPORT



2018-2019

Changing the World Through Business requires
Changing the Rules of Business

Based on the Tripe Bottom Line (People, Profit, Planet), our MoreThanGreen™ approach to business underpins all aspects of our decision-making and operations. We strive to create a thriving profitable business, meaningful workplace while also creating positive social and/or environmental impact.

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Ignite Leadership International®

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IMPACT Report

**CHANGING THE WORLD THROUGH BUSINESS REQUIRES
CHANGING THE RULES OF BUSINESS**

Our Vision

We embrace a world where every workplace supports people to grow and thrive and every business has a positive impact on their community and the environment.

Our Mission

Ignite Leadership collaborates with business leaders to create a positive social impact, transform their organization and create meaningful places where people love to work while business grows and thrives. Our MoreThanGreen™ approach drives our efforts to consistently deliver on our promise, be a great business partner, great citizens and environmentally responsible.

Our Values

Our values underpin our approach to business, how we interact with people and the change we want to create.

Integrity – Trust is a fundamental cornerstone in how we do business and live life. We stand behind our work, our word and our commitment to do and be our best.

Learning – We embrace life-long learning. The world around us changes continually. As we become aware new information, approaches or identify needs, we focus on acquiring, integrating and sharing information and actions in a positive and thoughtful way.

Teamwork – We believe the best we have to offer our clients and the world around us comes from collaboration, communication and commitment to exact positive change. Teamwork allows us to create solutions greater than ourselves alone, and provides the enduring results we strive to achieve.

Leadership – This may go without saying based on our name, however we believe leadership allows us to instill confidence in what we bring to our clients, and elevates us to do more, be better and engage others at every turn.

Continuous Improvement – As leaders in our field, we are never satisfied with the status quo. We strive to review and revamp our approaches, tools, skills and results to remain on the leading

edge. The work we do with our clients, in our volunteer and mentoring roles create the foundation for those around us to embrace continuous improvement in what they do too.

Our Approach

At Ignite Leadership International® we are fiercely committed to supporting those in need, and to reducing our footprint wherever feasible. We know we can't do it all, so we have carefully selected a number of key projects that strongly resonate with us, to focus on.

Adopting an IMPACT business model requires us to continually monitor and reevaluate our actions and the results our efforts are making in creating positive change through business. Our goal is to demonstrate continual improvement year over year.

MoreThanGreen™

Ignite Leadership International embraces a MoreThanGreen™ approach in our business activities:

- We recognize the value of people, planet, and profit as equally valuable facets to business
- We recognize this effort is a work in progress and will conduct semi-annual reviews and report the steps we are taking
- We will communicate on our successes as well as our challenges.

Pledge for a Sustainable Community

The Pledge for A Sustainable Community was developed by the Burnaby Board of Trade. The Pledge is a comprehensive online resource with the goal of helping businesses large and small reduce their environmental footprint while at the same time promoting their company and even saving money.



Ignite Leadership International undertook the Burnaby Board of Trades's internationally recognized pledge program in 2014. We continue to make advances to improve our efforts for social responsibility.

Our IMPACT Goals for 2018- 2019

1. Donate 2% of top line revenues to our designated charities to a maximum of \$10,000 per year.
2. Volunteer in our community and in organizations we belong.
 - a) Each employee will be paid for up to 5 hours per year for volunteering at an organization of their choosing.
 - b) Provide mentorship to students or new entrepreneurs for 10 hours per year.
 - c) Volunteer in business-related activities for 20 hours per year.
 - d) Volunteer at least 15 hours for community or special interest groups.
3. Increase the use of public transit and trip sharing into the downtown core.
 - a) Use of public transit for at least 75% of all trips.
 - b) Share a vehicle with others if not using transit.
4. Complete the B Impact Assessment provided by B Lab.
 - a) Identify action plan for B-Corp certification.

The B Impact Assessment is an online tool that allows businesses to conduct an assessment and obtain a baseline of the impact they are currently making. They can then benchmark themselves against thousands of other businesses and then implement actions to improve their impact score.

The B Impact Assessment covers 4 key impact areas 1) Governance 2) Workers 3) Community 4) Environment

An Impact Score of 80 or more is required to become certified as a B-Corp.

Our Results

Moving toward B-Corp certification

2018-2019 has been a year of renewal after two years of minimal business activity due to health issues. During the year we undertook the start of a planned restructuring and pivot of our primary service options. As a result, our goals were modest and a stretch.

We participated in the IMPACT 6-Pack Program offered by BDC, the Vancouver Economic Commission and Cove Continuity Advisors. This 6-week intensive program consisted of a small collaborative and supportive cohort led by two facilitators and guest speakers. The goal was to craft our impact business model and implement impact business strategies unique to our own business.

Benefits | Why Your Business Should Have an Impact Plan

- » Differentiating your brand from competitors
- » Retaining and growing your market share
- » Attracting and retaining quality employees
- » Providing added value for investors and clients
- » Building market resilience through risk mitigation
- » Effective communication of your impact for greater business performance

Impact 6 Pack Alumni



The IMPACT 6-Pack program offered us a valuable perspective on the future of business, why we need a more defined impact plan, and areas for improvement. Although we have been operating as an impact business for ten years, this program revealed how far we still have to go to better create positive social and environmental change through our business efforts. Rather than shying away from this commitment, this program confirmed our resolve to more fully integrate impact initiatives into our business at a core level.

We have also now made a firm commitment to become a certified B-Corporation in the next 12 months.

Donations to Charity & Community Efforts

Our commitment to donate 2% of top line revenues has been met, along with over \$ 4000 in in-kind time, expertise and sponsorship. We also donated \$8 from every ticket sold to

TEDxStanleyPark purchased using our link. We hosted Ignite Connections Social events for business professionals & small business owners. Donations were made to our designated charities.



Our volunteer initiatives have included participating in the WestCoast LEAF Equality breakfast event, sitting on the Professional Advisory Committee at Ashton College, mentor in the Access Program, roles on the Burnaby Board of Trade membership committee, Women's Business Success Network policy committee, and as a director-at-large and then secretary on a strata council.

Use of Public Transportation

We used public transportation for **over 90%** of all trips into the downtown core in the past year. We also used transit when attending networking meetings or conferences where scheduling permitted. The biggest challenge in using transit for trips not into the downtown core is travel time and bus schedules, or even location in relation to transit.

During a trip to Calgary, we shared Uber rides and travelled together in personal vehicles with other participants. Collaborating on our transportation helped reduce our collective carbon footprint.



Goals for the 2019 – 2020 Year

1. Complete all action items and increase B-Impact Assessment score to enable application submission for B-Corp Certification.
2. Apply for transition to Benefit Corporation when approved in British Columbia.
3. Start tracking carbon footprint related activities to enable our ability to set CO2 reduction targets in future years.
4. Donate 2% of top line revenues to our designated charities.
5. Volunteer with community and business organizations to a minimum of 420 hours (A 5% increase over last year).
6. Identify impact metrics that will deliver greater specificity and tracking.

Ignite Leadership International®

Led by Founder and CEO, Catherine Rocheleau, Ignite Leadership International has continually evolved as a business over the past 26 years. We remain true to our core of delivering programs focused on leadership, communication and team dynamics, however in 2018 we undertook a major pivot after a 2-year sabbatical. A true passion to make a significant difference in the world sparked our pivot to refocus our programs and service offerings so we could work with and assist other socially responsible business owners to create thriving organizations, with meaningful workplaces while delivering measurable change in the world.

Ignite Leadership is committed to creating a strong community of socially responsible business leaders and using business as a force for good. Our efforts as a small business can create a ripple effect that will grow and become a wave of change as this has now become our own driving force. We are proud to be an impact business and a disruptor in the world of business.

Please contact us for more information or to explore how Ignite Leadership International® can work to advance your social responsibility efforts.

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