

Pulse

# Building Purposeful Business

IMPACT REPORT  
2020/2021

Certified



Corporation

Findhorn, Scotland  
*Location for Moving Beyond COP 2021*



# Our Purpose

**More than ever before, businesses' role in society – and the impact they have – is under tremendous scrutiny. The pandemic has posed lots of questions for lots of companies.**

As a response, the task of identifying, actioning and communicating a company's purpose is now at the top of the agenda in boardrooms across the world. Such is the expectation from employees, investors and customers, the more enlightened organisations recognise how a strong purpose drives performance.

This is truly heartening.



**...the task of identifying, actioning and communicating a company's purpose is now at the top of the agenda in boardrooms across the world.”**

At Pulse, our vision is to see a society where businesses place their purpose at the core of everything they do. But this means taking clear action rather than just articulating their purpose and clever marketing. It means embedding it in business practices so that it becomes lived throughout the organisation.

This has been at the core of our work in 2020-2021. Helping clients to embed purpose with their workforces as they adapt to the changing landscape – a world which is (belatedly) responding to the existential threat of climate heating and rising levels of inequality. A crisis which we believe cannot be averted without the efforts of purposeful businesses and greater alignment with government.

Our own purpose – why we get up and go to work each morning – is to help organisations play their part in addressing the greatest threats to people and planet. And to truly step into a broad range of issues that business can help solve.

And while our mission is to help build purposeful businesses and movements, we recognise that this begins at home. This report shows how we use our 'Building Purposeful Businesses' model to make sure we are practicing what we preach, providing a summary of the way we worked in 2020-21. From initiating and planning a Moving Beyond COP three-day event to exploring how the UK can accelerate the move to Net Zero, through to our own contribution in our local community, our carbon footprint, and the way we work as a business.

As a member of the B Corp community, it is with pride that we share this Impact Report and we hope it provides an insight into our way of working. Creating this report has also helped us reflect on our progress and identify new areas of development. Purpose is not an end point.

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## The UN Sustainable Development Goals (SDGs)

There are 17 in total and we've identified seven goals to work on at Pulse to help us reach our objectives.



# Our Mission

To help build purposeful businesses.



# Our Model in Action

2020/2021

## Ensuring We Are A Sustainable Business

- Certified B Corp
- PRCA CMS accredited
- Moved to a 4-day working week at the start of the pandemic
- While working from home, daily team calls to check in with each other and collaborate

## Encouraging Our People To Thrive

- PRCA Workplace Champions Finalists
- 65 training days between 11 people in 2020
- Learning Edge initiative
- Annual peer group sessions to shape the company

## Driving Purpose

- Partner in hosting Moving Beyond COP event
- Supporter of the Better Business Act
- Simon Milton is part of Extinction Rebellion's Catalyster initiative to accelerate the energy transition
- Supporting expansion of the Social Business Trust

## Ensuring We Are a Sustainable Business

## Driving Purpose

## Creating Impact for Our Clients

Building  
Purposeful  
Businesses

## Encouraging Our People to Thrive

## Protecting Our Environment

## Supporting Our Community

## Creating Impact for Our Clients

- Purpose-led change management within two major multinational companies
- Supporting client wellbeing initiatives during COVID-19
- Driving greater participation in education awards scheme
- Creating legacy for client which will benefit development of climate change abatement technology

## Protecting Our Environment

- Committed to B Corp's NetZero 2030
- Measured our carbon emissions for the first time
- Offset our 2020 carbon emissions and donated to environmental charities
- Terra Carta supporter, a charter which puts sustainability at the heart of the private sector
- None of our waste goes to landfill

## Supporting Our Community

- In 2020 we spent 2.8% of our time on pro bono work
- Mentoring entrepreneurs in Northern Iraq with 5 1 Labs
- 2021 Luminary Bakery corporate partner
- Volunteering at The Connection, a local homeless charity
- Pro bono brand development support for Social Business Trust

# Driving Purpose

Focus on: MOVING BEYOND COP

## *What we're doing:*

We helped to establish B Foundry as a not-for-profit initiative to bring together business, investors, local and national government and civic society in a three-day initiative in Findhorn, Scotland. The event is aiming to identify practical solutions for the UK to deliver a NetZero UK by 2035.

## *Why it's important:*

When it comes to tackling climate, business, policy makers and investors continue to be misaligned, while the power and purpose of civic society has been largely ignored. Without all sectors fully engaged at the outset, the pace of change will be too slow. We also believe the UK can and must take a lead.

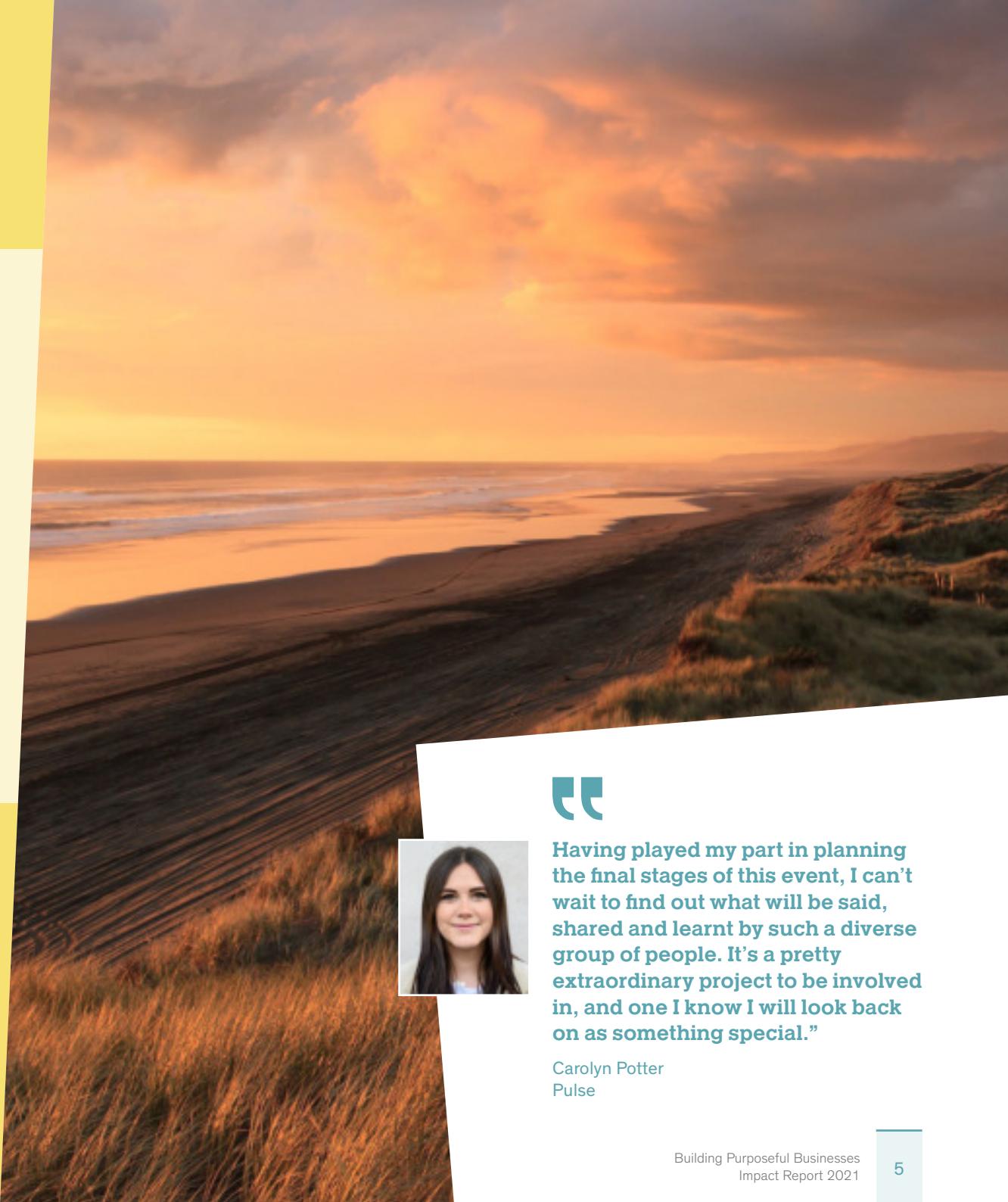
## *How we're doing it:*

Our starting point is to break down the barriers between business, investors, governments and civic society. We can do so by coming together to envision the UK we want to live in, as well as building and learning how we can better collaborate.



**Our actions over the next decade will shape the following two hundred years.”**

Christiana Figueres



**Having played my part in planning the final stages of this event, I can't wait to find out what will be said, shared and learnt by such a diverse group of people. It's a pretty extraordinary project to be involved in, and one I know I will look back on as something special.”**

Carolyn Potter  
Pulse



# Creating Impact for Our Clients

Focus on: PURPOSE-LED CORPORATE CHANGE

## *What we're doing:*

Our client, a FTSE 50 asset management company is tackling the world's biggest challenges by transforming how it thinks about the catalysing role it can play in responsibly investing its customers' money. Pulse has helped to articulate the company's purpose and supports all areas of the business as it drives change.

## *Why it's important:*

We are in a critical moment in time when the investment world needs to step up and make sure capital is flowing to businesses that can build and shape the world we need.

## *How we're doing it:*

Our client operates in a highly complex ecosystem. Translating its purpose into action requires bringing all 5,000 employees on the journey and involves extensive time spent with senior leaders. We pay attention to understanding how its purpose is playing out both internally and externally and provide insights and recommendations for engaging with employees.



You never stay the same,  
you either get better or  
you get worse.”

Jon Grunden, American Football Coach



Often complex and constantly changing, exploring purpose is a perpetual journey. It requires constant reflection and adaptation. Fundamentally, organisations have to keep working on their purpose or it becomes obsolete, with hugely detrimental results.”

Simon Milton  
Pulse



# Protecting Our Environment

Focus on: **MEASURING, REDUCING, OFFSETTING**

## *What we're doing:*

This year we signed up to the B Corp NetZero 2030 campaign and became a supporter of Terra Carta's Sustainable Market Initiative. These have given us the impetus to take action and measure our Scope 1-3 emissions.

## *Why it's important:*

Even though our emissions are low, measuring them is the first step in understanding the impact our business has on the environment and what we can do to mitigate it through reduction and offsetting.

## *How we're doing it:*

We are taking action to make our website greener by optimising it so that it runs more efficiently and by moving it to a green data centre. Our 2020 emissions have been offset by donating to three environmental charities: The Woodland Trust, Ripple Africa and The Phoenix Garden.



**... we will all need to play our part, old and young, if we are to change how we look after the Earth, making it sustainable for Nature, People and Planet.”**

His Royal Highness The Prince of Wales



**As well as measuring – and managing – our impact on the environment, we’re also looking for ways that we as a team can get involved in tree planting or regenerative farming initiatives.”**



Jacqueline Milton  
Pulse

# Supporting Our Community

Focus on: THE CONNECTION

## *What we're doing:*

We are actively supporting The Connection at St Martin's, which works with people who are rough sleeping to move away from, and stay off, the streets of London.

## *Why it's important:*

By supporting an experienced local organisation, we can learn more about homelessness, connect with the community we are a part of and make a tangible contribution to the lives of vulnerable people in the area.

## *How we're doing it:*

As well as donating funds and food items, Pulse has organised for every staff member to attend training so that everyone can volunteer their time and help with catering and IT sessions at the centre.



**Some people have been rough sleepers for a long time. Some arrive without basic necessities, such as clothes and shoes, which we help provide. People start to respond because they begin to feel that people [here] really care.”**

Ian Scott  
Manager, The Connection



I'm very glad to know that as a company, we're acknowledging our duty of care to the social environment that we work in. There are many people who call the area their home, something we try to never lose sight of.”

Guillermina Correa  
Pulse

# Encouraging Our People To Thrive

Focus on: LEARNING EDGE

## What we're doing:

Every staff member is tasked with identifying areas that inspire them for their own personal development – something they want to explore more deeply so that their learning is enhanced.

## Why it's important:

Encouraging our people to explore their passions is our way of ensuring staff feel we are supporting their career goals, while enhancing the company's breadth of skills.

## How we're doing it:

Employees are identifying and exploring new thinking, tools or areas of specialisms by undertaking formal training sessions as well as mentoring opportunities from within our networks.



Learning is the only thing  
the mind never exhausts,  
never fears, and never regrets.”

Leonardo da Vinci



Being allocated time to research and attend training sessions (such as 'Going beyond Emotional Intelligence') means I am abreast of current thinking – which makes me feel that I and the company are never falling behind.”



Iago John  
Pulse

# Ensuring We Are A Sustainable Business

Focus on: HOW OUR VALUES GUIDE US



A company's values are most valuable during the darkest hour. We turned to our values during the pandemic to help guide us through and we emerged stronger."

Laura Watcham  
Pulse



## KINDNESS

Having joined Pulse earlier this year, I noticed how well employees were looked after. We had daily team calls where we were encouraged to talk about how we were feeling, one-to-one check-ins and sometimes a socially-distanced walk too."

Chris Mella  
Pulse

## MEANINGFUL

With the uncertainty of the pandemic, many of our contracts were stalled. We took the opportunity to pull together an efficient tendering process that would allow us to tender for new work that was purposeful and aligned to us as a company."

Emily Palmer  
Pulse



## INSPIRING

The winter lockdown was especially tough for everyone. Our cocktail and quiz Christmas party, planning future team away days and doing annual reviews with lunch delivered, lifted our spirits, brought us together and made us a stronger team."

Andrew Leith  
Pulse

## PRACTICAL

Our sector thrives on ideas, energy and human contact, but we found that working from home has benefits too. By communicating and being organised and flexible, our new blended arrangement works for us personally, without affecting our creativity or client relationships."

Simon Taylor  
Pulse



# Looking Ahead

2021/2022



Restart our  
**Away Days**  
so that we can reconnect  
with each other



Lunchtime  
**mindfulness**  
sessions



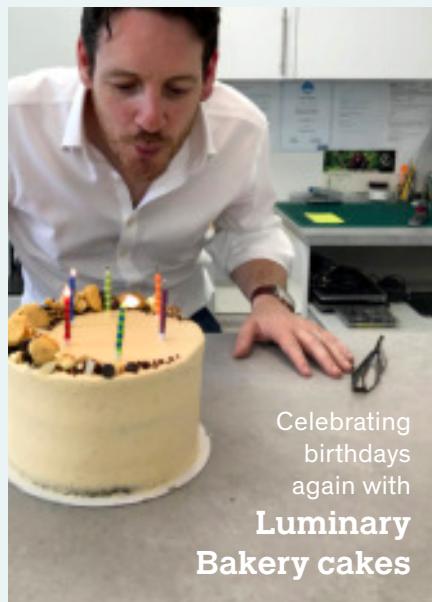
Offset our 2021 emissions  
by donating  
**£100**  
for each  
employee  
to an environmental charity of their choice



**Increase our volunteering**  
and pro bono work to 3% of our time

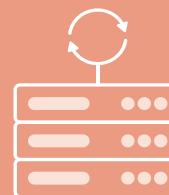


Reinstate our  
**Purposeful  
Leadership  
Masterclasses**



Celebrating  
birthdays  
again with  
**Luminary  
Bakery cakes**

Reduce our  
emissions by  
hosting our  
website on a  
**green  
data site**



Donate  
**1%**  
of our turnover  
to charity



Give work experience to a  
**Luminary Bakery graduate**

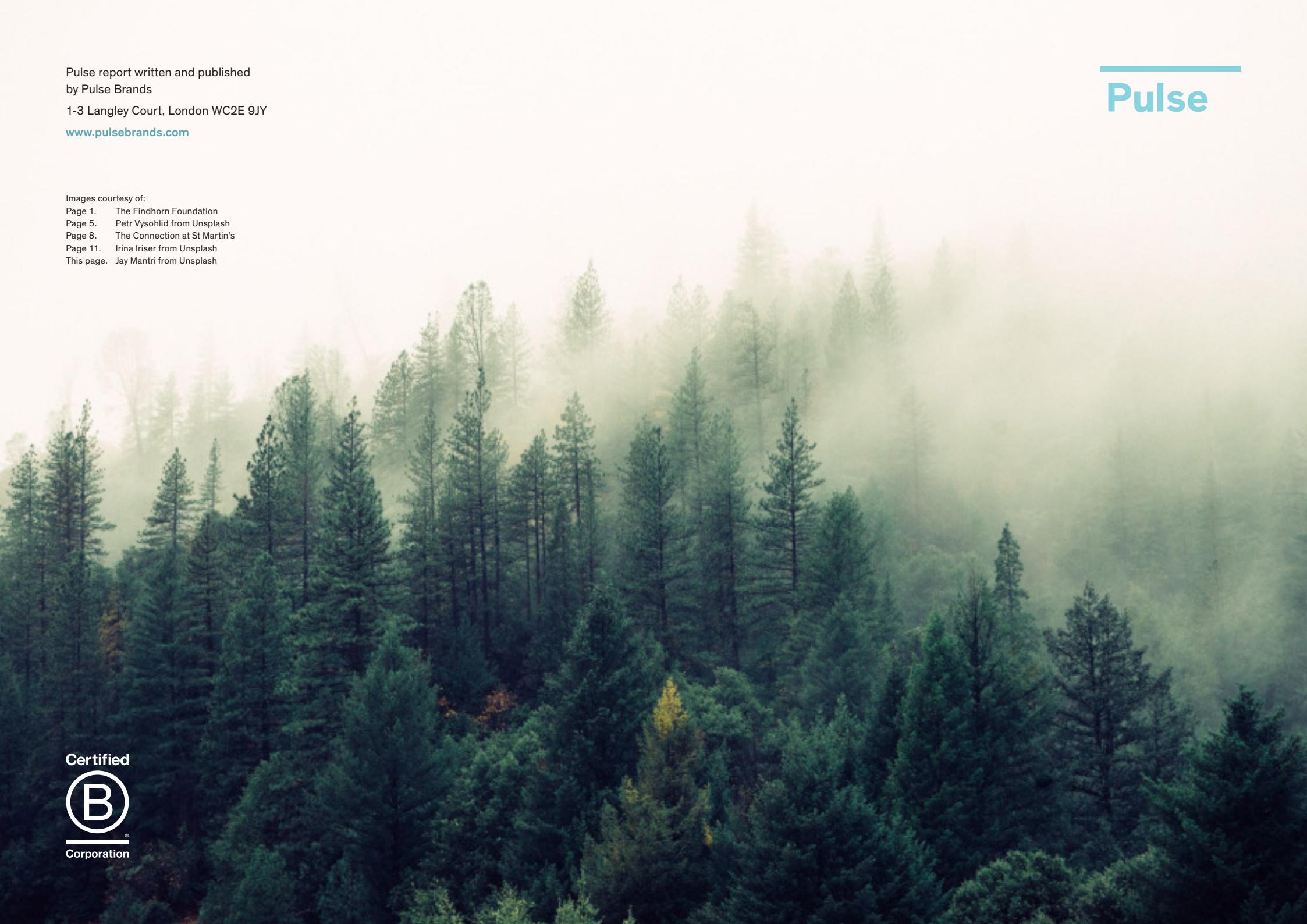
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Page 8. The Connection at St Martin's  
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