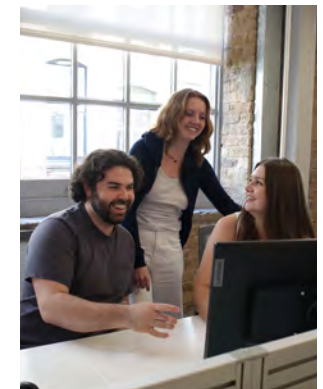
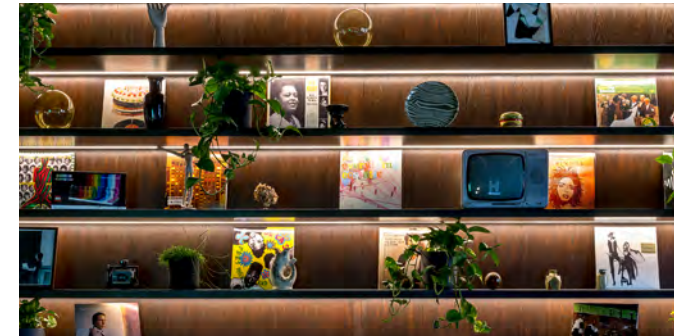


# HARMONIC

## B Corp Annual Impact Report 2024





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# Message From Our Founder

"We are proud to present Harmonic Finance's second B Corp Impact Report, a testament to our unwavering commitment to using business as a force for good. Our journey as a certified B Corp has been one of continuous growth and learning, challenging us to go beyond compliance and to embed sustainability and ethical leadership into the core of our operations.

In a world increasingly marked by conflict and inequality, we believe that businesses have a critical role to play in driving positive change. This report reflects our dedication to living up to the high standards of the B Corp movement and to making a meaningful difference in the communities we serve."



Charlie Walker  
Founder & Managing Director

# Our B Corp Journey



**February 2017**  
Harmonic was founded



**June 2021**  
Opening of Manchester office



**August 2022**  
Became B Corp certified



**March 2023**  
Opening of Boston office



**May 2023**  
Moved into our new Shoreditch office



**January 2021**  
Harmonic US was launched



**July 2023**  
Submission of our first Impact Report



**August 2023**  
Harmonic's First B Corp Day



**October 2019**  
Started our B Corp application



# Harmonic

## Impact Assessment



# Our Purpose & Vision

## MISSION STATEMENT

Placing purpose before profit, we build the best Finance and Operations teams for the globe's leading entrepreneurial and creative businesses.

## VISION STATEMENT

By 2025 we will bring Finance and Operations out of the back-office, while building the most socially responsible Search and Recruitment firm on the planet.







# Our Company Values



## Knowledge

At Harmonic, we believe that 'brains beats brash' every time. Colleagues are encouraged to impress with their specialist knowledge, not with how much business-jargon they can drop into a sentence. Our company structure and job titles reflect this commitment: we're analysts and community builders first, business development professionals second. With each of our colleagues fully committed to producing the most detailed and high-quality industry analysis for their sector.



## Respect

At Harmonic, we act, communicate and think with respect front of mind, and– as with all of our company values–display of respect directly determines promotion prospects and annual compensation. Respect is fundamental to our Harmonic organisational culture and our guarantee of outstanding customer service. Our colleagues treat one another with consideration and kindness, and every customer is treated as equal.



## Community

We measure our success as a business by our social impact, not just our revenue growth. And have consistently committed 5% of our net profits to charities and social causes which are important to us in the UK and USA. This covers ongoing commitment to supporting mental health and wellbeing organisations, children's literacy charities, race and gender equality and LGBTQ+ organisations. We are firm believers that small gestures of kindness can make a huge difference and reject 'culture war' dialogue and social division.



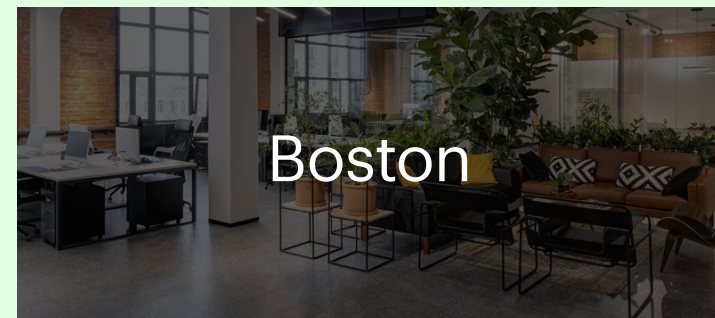
# International Expansion



London



Manchester



Boston





# Why We Joined Harmonic



**Charlie Davies**  
Lead Community Analyst

"For me, Harmonic's ambitious growth really excited me and made me want to join. As well as this, the culture that has been created was a massive pull factor for me. Not to mention the new office space and location. Also, the employee benefits including the subsidized gym membership, The Circle Line, and private health insurance were all reasons I wanted to join also."



**Charlotte Humphries**  
Lead Community Analyst

"Harmonic Finance offers an excellent platform to build a career in an organization whose values are at the forefront of its activities. This was apparent to me from day one when I began my Harmonic journey and became part of its driven, supportive team. As I expand my network, I always feel proud to share that we hold a B Corp certification since this shows how we 'recruit the right way', without the transactional feeling often associated with recruitment agencies. Showing genuine care for its clients, candidates, and employees, Harmonic is a fantastic place to work, and I am very excited for my future in the business."



**Jack Davis**  
Lead Community Analyst

"I joined Harmonic because I sensed that the team culture and work environment would be one that would provide me with the opportunity to thrive and elevate my professional career. Right from the beginning, the team was incredibly accommodating, understanding my journey to date and recognizing how I could be successful in this role. The decisive factor that confirmed that this was the ideal place for me was the extensive experience of the senior managers in the team. I typically gauge the strength of a workplace by the longevity of its leaders, and I was pleased to find that I made the right choice. Not to my surprise I was right. Have loved every minute here."



**Isla Jackson**  
Community Coordinator

"Harmonic being a B Corp certified business really stood out to me when I first applied, as I know how high the standards are. Since starting, I can see the B Corp values embedded throughout the business, reflected in our values, culture and social impact goals. Being part of a business that puts purpose above profit is so important to me and I feel lucky to be part of Harmonic."



**Nadine Anderson**  
Lead Community Analyst

"I joined Harmonic because it is a group of genuine people who are values-led and want to see their colleagues grow and climb in their role. Something that really drew me to the company was their mission and people-oriented approach to everything they do. I was also inspired and impressed by their B Corp status and commitment to be a business that makes a positive impact on the environment and our community."



**Joe Phillips**  
Lead Community Analyst

"From the moment I had my first interview with Harmonic, they completely stood out to me as a unique business within the recruitment space, one where I could see myself growing professionally and a place where I could be proud of the impact the business is having on the community and the environment. From day one it was clear that the company values of knowledge, respect, and community are taken seriously not only by the founders but every employee within the organisation! This has created such a great environment to work in, and one I can see myself thriving in."

Certified



Corporation

# B Corp Day 2023

As a celebration of our first year as a certified B Corp, we all came together for B Corp Day to discuss successes from the last year, provide suggestions on how we can do better and to set goals for the year ahead.





# New Initiatives Following B Corp Day

## Extended lunchtimes:

To provide additional opportunities for sport, exercise and wellness activities, we have offered all team members an extended lunch twice a week.

## Improved recycling across all offices:

To further reduce our impact on the environment, we have added additional recycling initiatives and policies. We have also introduced educational resources on best practice.

## Unconscious bias training:

We implemented an unconscious bias training session to allow team members to recognize and address unconscious prejudices, leading to fairer decision-making and building a more inclusive and equitable work place.



## Introduction of Community Rep:

As we look to increase our social impact work, our new Community Rep will support on charity fundraising and volunteering opportunities.



## New training session implemented:

Following feedback from B Corp Day, we have introduced a new training session each quarter with a member of the Senior Leadership Team covering challenges they have faced and how they have managed to overcome these.



## Equal opportunities statement:

To ensure we are attracting talent from all backgrounds, we have introduced our equal opportunities statement both for internal and external job advertisements.



## Enrolment in payroll giving:

In order to increase our social impact activities, we have set up payroll giving, a scheme that offers team members an easy and straightforward way to support any UK registered charity, place of worship or good cause, on a regular basis.

# Progress On Our Goals Since 2023

Customers  
Workers  
Community





## Customer Impact

Our Goal For 2024:

We will improve our methods of tracking customer retention and product impact.

Our Progress:

As part of our business plan for 2024, we are taking a more targeted approach as the business is maturing and evolving. This will improve our ability to nurture our candidate community and will also ensure a positive experience working with Harmonic. With the addition of our CFO, we have also been able to forecast pipeline more effectively.

Our new methods of tracking product impact:

### Time To Fill

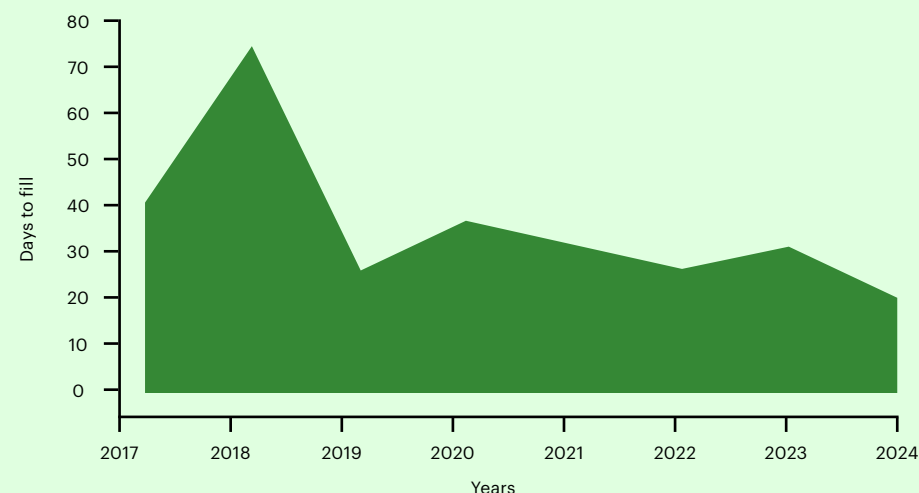
This has massively decreased improving client and candidate's experience working with Harmonic.

### Satisfaction

Our google review score now sits at 4.8 based on **145** reviews. Alongside this, we collect feedback from clients on how they found working with Harmonic.

### Repeat Business

Historically, our repeat business figures sit at **45%**, which is particularly impressive when considering that the majority of businesses we work with are in the start-up or scale-up phase and may only hire 1 person each year. All these figures are communicated with the wider team during our January AGM.





## Diversity, Equity & Inclusion

### Our Goal For 2024:

We will improve our ability to track equity, diversity and inclusion data in order to ensure a positive inclusion experience across the business.



### Our Progress:

We have continued our partnership with AllIn and attended their DEI Data Training Session alongside Fair HQ.

The introduction of Pinpoint has been pivotal in our approach to EDI data. While demographic data is optional when applying for a role with Harmonic, the majority of applicants have chosen to input data relating to their background which has improved our ability to track equity, diversity and inclusion data.

Through Pinpoint we have been able to turn on blind CV screening, removing personally identifiable information such as the candidate's name, gender, age, and other demographic details from the CVs during the initial stages of the recruitment process.

Alongside this, we have implemented our new internal HR system, Bamboo which has the ability to collect demographic data. Again, this data is optional but has been helpful to understand the background of individuals within the organisation.







## Volunteering Opportunities

### Our Goal For 2024:

We will implement paid volunteer days for all employees.

### Our Progress:

We now offer 1 paid volunteer day a year for each colleague. This can be an opportunity through our new charity partner OnHand or organised by themselves.



### Announcing Our Partnership with OnHand

We are also delighted to have launched our partnership with OnHand, a B Corp certified corporate volunteering and fundraising app. OnHand takes a comprehensive approach to social impact, offering employees a diverse range of opportunities. This partnership aligns with our commitment to fostering a culture of social responsibility and making a positive impact on our communities. Through the app, employees can engage in activities such as →

### Community Investment

Participate in initiatives that directly benefit local communities such as volunteering at nearby homeless shelters, donating to local food banks and skills-based opportunities.

### Sustainability Initiatives

Get involved in projects aimed at promoting environmental sustainability such as ocean cleanups, volunteering for the National Trust and attending food waste and climate change webinars.

### Employee Giving

Contribute to various causes through financial donations and other forms of support.



OnHand is now available to all colleagues, and we look forward to seeing the collective impact we can have on our local communities.



# Sustainable Development Goals

As a certified B Corp, we are committed to driving social and environmental change to build a sustainable and equitable future for all. We are incredibly proud of our contribution to the UN Sustainable Development Goals.

Here, we have highlighted the specific goals where our work has the greatest impact. This report highlights our initiatives and achievements to these SDGs, reflecting our dedication to creating a positive impact on our communities, our planet, and our future.

## Our Contribution to the UN Sustainable Development Goals



- Good Health & Well-being
- Quality Education

- Decent Work & Economic Growth
- Reduced Inequalities



# Social Impact



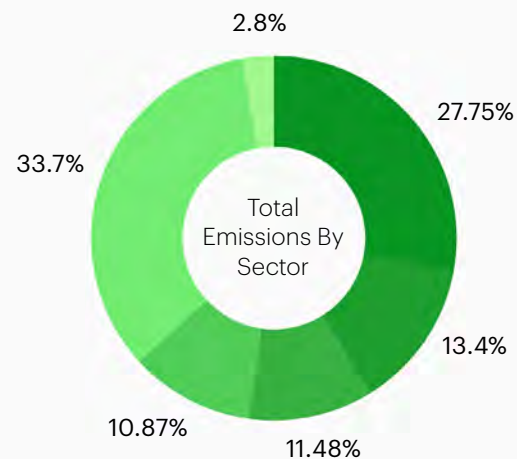


# Environmental Impact

Following a desire to more effectively track our carbon emissions, we have partnered with Ecologi, a carbon accounting platform which provides insights into emissions in Scope 1, 2 and 3. The climate solution has supplied valuable insights into our biggest carbon hotspots and also provided reasonable suggestions on where we could reduce our impact. In 2023, we are proud to report zero emissions for Scope 1 and Scope 2, while our Scope 3 emissions amounted to 453tCO<sub>2</sub>e.

Based on these findings, we have established five emission reduction goals and anticipate a decrease in emissions for 2024.

# Ecologi Zero Report

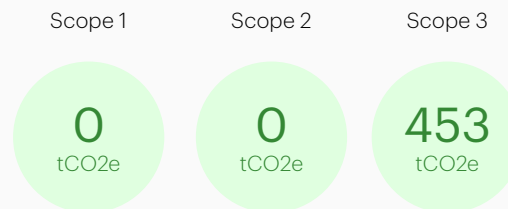


- 27.75% Professional Services
- 13.4% Other Services
- 11.48% Food & Hospitality
- 10.87% Retail Goods
- 33.7% Other
- 2.8% Unmatched

Total Emissions



Total Emissions By Scope



## Our Emission Reduction Goals



### Food & Hospitality

Where food & drink is required, we will use locally sourced products when possible.



### Professional Services

Where possible we use suppliers that have certification that demonstrate their commitment to environmental management.



### Retail Goods

We will only use sustainable cleaning products and practices.



### Land Transport

We will use public transport when cycling or walking is not possible and will ride-share whenever possible.



# Our Goals For 2024



01.

We will achieve a B Impact score in excess of 100 points (or equivalent following proposed changes to the standards for B Corp certification).

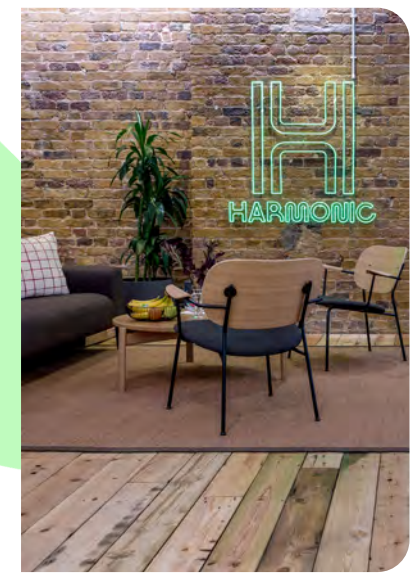
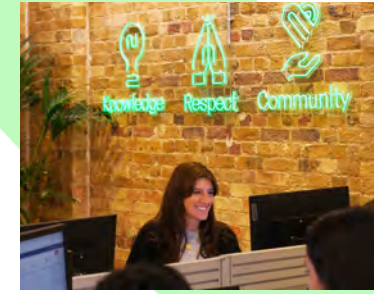
02.

We will improve our ability to track our carbon footprint and emissions to better understand our impact on the environment.

03.

We will implement a formal supplier screening and onboarding process including sustainability analysis.





Certified  
®  
Corporation

# HARMONIC