



Positive Impact Report 2024



#InspireBelief

Contents

- 1 Welcome**
- 2 Our Focus**
- 3 Purpose-led leadership development and quality adult education: SDG4**
- 4 Employee engagement and good work for all: SDG 8**
- 5 Regenerative business: Realising Good Growth through Good Dividends: SDG 8**
- 6 Innovation and Productivity: SDG #9 & #12**
- 7 Communityship: SDG 17**
Charities and skills accelerators we have worked with and supported
- 8 Shaping the future: Force for Good / B The Change**
- 9 What the next 12 months hold**

Welcome

Welcome to our second '**Positive Impact**' Report with its aim of providing you with an insight into how we 'made a difference' in 2024 and a better understanding of how we will continue to advance **purpose-led leadership** amongst leaders of small and medium-sized businesses (SMB) in 2025 and beyond.

QuoLux™ is a B Corp Certified company. We are proud to play an active role in a community of businesses that are leading a movement for an inclusive, equitable and regenerative economy.

In the report, we share our impact results through the real-life stories from our clients, colleagues and stakeholders.

We believe Positive Impact is best seen in their workplace and their communities where their leadership takes place.

And what better way to bring alive the work we do than by shining a light on the marvellous work our clients do?



QuoLux™ has incredible programmes which have given me a lifelong network of peers. It grows every time I go to an event, and the room is filled with inspiring businesses with incredible stories.

Victoria Petkovic-Short, MD, APT Marketing



This has been lifechanging both professionally and personally.

Emma Carter, Head of Operations,
Inflection Point

For societies and the world we live in to improve, we need purpose-led leadership, a crucial driver connecting the communities we live in and the value that organisations deliver. Improving **social value** whilst advancing **business value** is a challenge business leaders face.

In the last year, we have continued to work closely with Professor Steve Kempster, integrating purpose-led leadership and Good Dividends further into our flagship leadership programme, LEAD™, our strategic development programme, GOLD™ and into our leadership of innovation programme, GAIN™, where, in the summer, we pioneered the Good Growth Challenge. Steve kindly said:

“

*QuoLux™ is the
number one
boutique leadership
development
company in the
country.*

”

2025 is shaping up to be a year of opportunity as investment begins to occur and economies improve. We will continue, as we always have, to live our values and ‘support leaders to be the best they can be’ while working towards our purpose to **#InspireBelief**.



Stewart, Rachael & Jo

As promised, we have accelerated the communication of our Continuous Development model with its three interlocking circles:

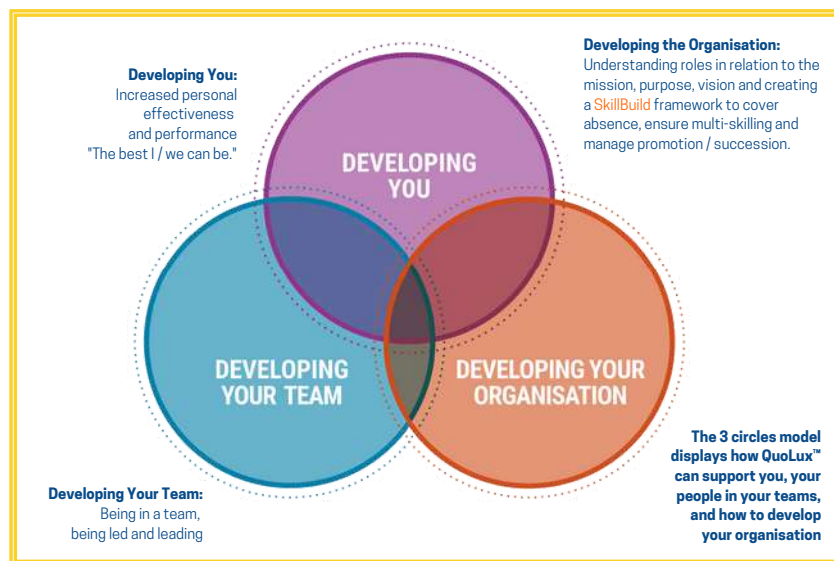


Figure 1: QuoLux™ Continuous Development model

We are working with more and more leaders and their businesses as they think more deeply about their own development, developing their teams, their organisation and beyond, and to the difference they make in their communities and to the planet.

Within the 3 circles, we have continued to focus on five of the United Nations Sustainable Development Goals (SDGs):



We do this to support leaders as they in turn tackle the issues facing business, society and the planet.

We are delighted to share with you the two-fold progress that has been made:

1) How we have generated social value and business value in each of these five areas.

2) How a growing number of our clients have also made significant social impact whilst meeting their company goals and achieving business value.

“

The invaluable experience of sharing and coaching became an important contribution to help me guide Pukka Herbs' purposeful growth.

Tim Westwell, co-founder, Pukka Herbs

”

In the last 12 months, 562 people from 64 businesses chose to develop themselves and work with us. Thank you for taking the time out and investing in yourself.



For us, this growth represents a 49% year-on-year increase in active users and a tripling of leadership interventions since Covid.



On average there are 9 users per company interacting with us in-person, online, or in a hybrid approach. This demonstrates that leaders of SMB will invest in high-quality training and for multiple people in their organisations. Quality adult education clearly has its place for thoughtful leaders looking to purposefully develop their people, their businesses and their standing in their communities. Thank you – the country needs more leaders like you!

To ensure we stay at the forefront in leadership and strategy development, we are investing further in our systems and research in the workplace.

QuoLux™ Leadership Centre

Over 500 leaders have seen and experienced the huge investment in a new platform to boost the user experience. Our online portal is called The QuoLux™ Leadership Centre. It is where all the resources are accessed for our in-person programs, the online/hybrid courses, How-To's and DigiTools.

This investment future-proofs QuoLux™ and allows us to work with millions of users (yes, you read that correctly!) which is especially important as we expand our international online business.



*Love the layout, so much more accessible and easy to see where you are with things.
I've found it easier to stay on top of progress with the refreshed layout.*

Rachel Addison, Business Support Manager, M F Freeman

Workplace research:

We know that adults learn by applying models/frameworks that can help them and their organisations.

This was wonderfully captured by Andy Allen, Founder Hike SEO (and graduate of LEAD™ Cohort 22):



I came on LEAD™ looking for answers.

What I have now are frameworks that enable me to generate my own answers.

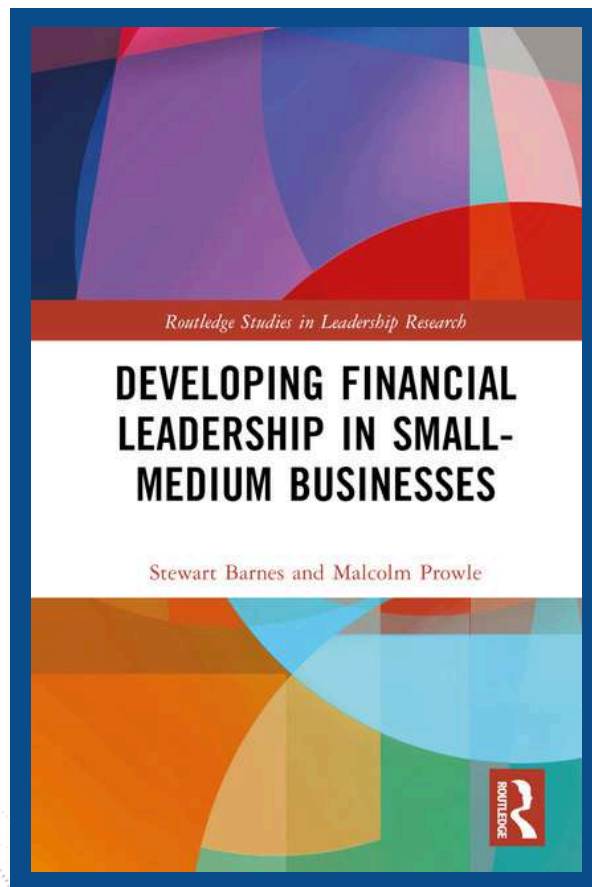


As educators and leadership development practitioners, QuoLux™ wishes to make a positive societal contribution, so sharing widely what we see that works in practice is an important aspect of what we do.

This year, we have written 2 books both of which will be published in 2025.

The first book is titled '**Developing Financial Leadership in SMBs**', co-written with Professor Malcolm Prowle.

The second book has the potential to be a game changer. Co-authored with Professor Steve Kempster, '**Realising Good Growth**' comes with a complementary website and a set of 6 DigiTools that creates a Plan on a Page.



We were delighted to contribute the final chapter into the 9th edition of Malcolm McDonald's Marketing Plans book which includes updated case studies.

We also worked with Justin Young MBA, Operations Director, Cotteswold Dairy & Steve Kempster to write a case study in Malcolm Prowle's book on Global Climate Change. There the focus was on Justin's MBA project and social innovation at Cotteswold Dairy with the piloting and now employment of ex-prisoners.

To date, we are published in 21 books, chapters, reports and journal articles with over 70 citations on subjects relevant to SMB such as leadership, business planning, employee engagement, culture change, productivity, innovation, optimism, reflection, mentoring, Good Dividends and NED/Board participation.

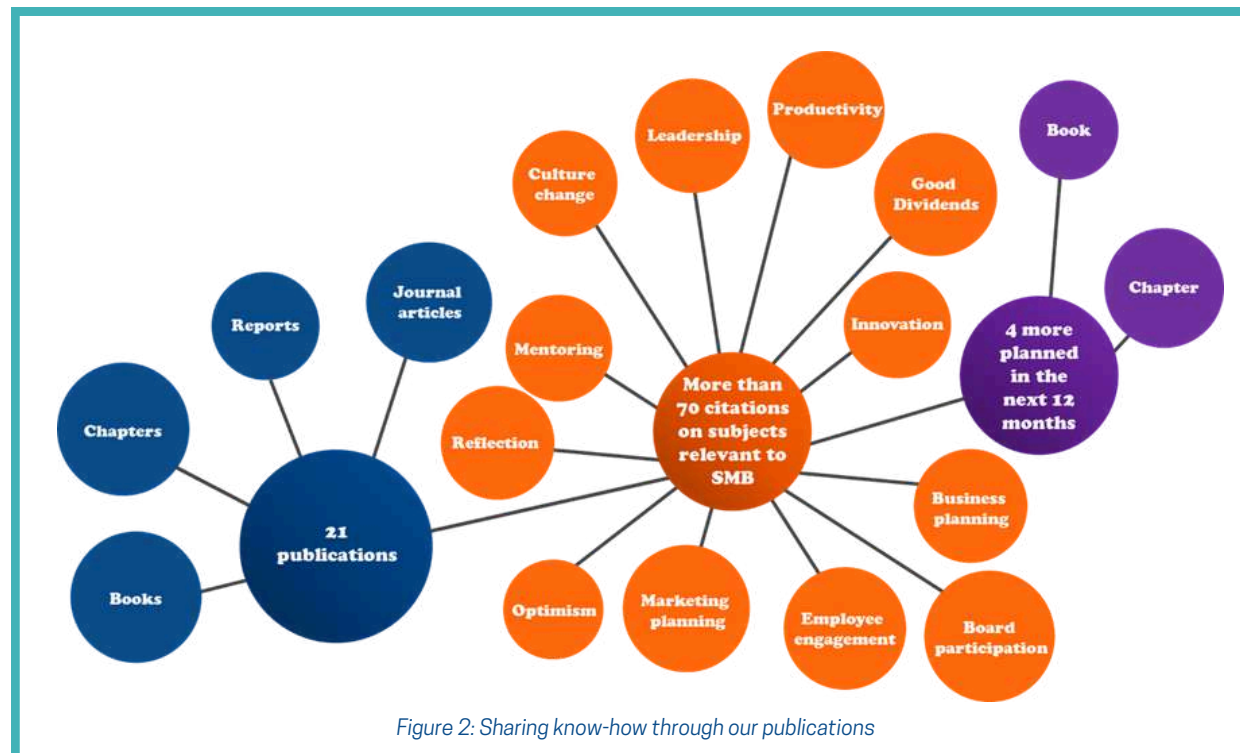
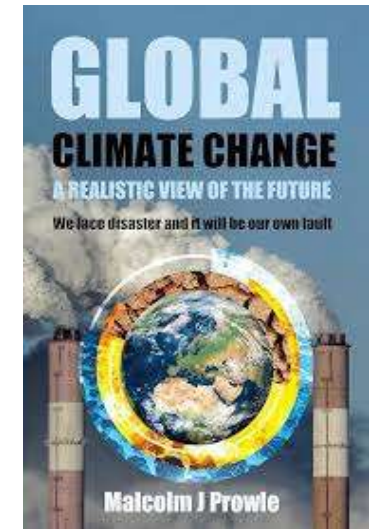
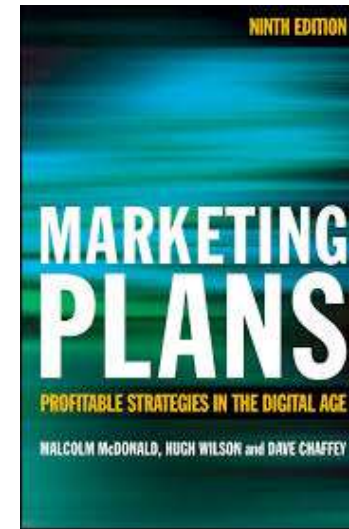


Figure 2: Sharing know-how through our publications

Employee engagement and good work for all: SDG 8

SDG 8 is one of the most important and relevant goals to QuoLux™ and what we do. SDG 8 focuses on ‘**good work and economic growth**’ – and a move towards regenerative business using Good Dividends.

Research confirms that an **engaged organisation is 22% more productive than a disengaged one**. With only 10% of UK workforce engaged (Gallup, 2024), it’s important for leaders to consider how to create an environment where their people can give their best. And a great platform to see this is at the Q+ Showcase with its spotlight on good practice.

We have held 2 Showcases since the publication of our last Positive Impact Report. In total, almost 200 peers from local businesses listened attentively to stories and key messages from 15 leaders from 13 different companies who humbly shared the positive impact that they have made in their organisations and their communities.



Jake Weatherley,
Gloucestershire Engineering
Training, focused on the
creation of Skills Matrices using
Skill Steps framework.



Hayley Coombs,
MF Freeman, discussed the
Internal Customer Concept she
has implemented as a result of
her MBA project



Sam Kandiyali,
Target PR, shared her findings
from her MBA project on
Purpose in PR and the work she
has done since with different
organisations.



Kirsty Day, The Nelson Trust, highlighted Green Conversations – such a simple, clever motivational tool inspired by the use of 2 coloured pens when discussing an issue.



Daniel Chun, CCP, talked about SPIRIT, their model of values and how that is being rolled out across the company.



Martin Holmes, Mike Raybould & Emma Richardson, Creed Foodservice, each spoke on the impact of the How-To range on them, their teams and the business and ‘How-To’ become a Best Company through a focus on Engagement, Well-being & Leadership Development.



It’s great listening to someone else’s experience. What I find interesting is how the business leaders have tweaked their learning from LEAD™, GOLD™, GAIN™, LEADlight, How-To etc to make improvements to their business or situation. I find that intuition quite inspiring!

Anthony Locke, MD, Frocester Engineering





- **Adam Padmore**, Rappor, discussed performance and developing the organisation.
- **Andy Barham**, Premiere Kitchens, shared the 6Ps and SkillBuild.
- **Mark Stewart**, Stewart Golf, described his findings from his MBA research into the impact of AI on customer service and marketing.
- **Dan Hodgson**, Prima Dental, spoke about knitting all together the different frameworks from his learning from LEAD™ – GOLD™ - GAIN™ and his MBA project that he has applied in his business.
- **Victoria Petkovic-Short, Kirsty Day, Amy Hough & Gary Smith** participated on a panel that discussed the Good Growth Challenge and what each person gained from the experience.

“The annual Alumni Showcase is fantastic. It’s great hearing from people who are living and breathing this movement of better leadership and business growth. It was very inspirational!

Andrew Evans, Director, JGB Engineering

On both occasions the room buzzed with energy and periods of quiet reflection as the audiences pondered what they had learned and what they could apply.



Here are some of the highlights across our in-person programmes and online courses:

LEADlight

This year, two groups of 'middle leaders' have taken part in our LEADlight programme from businesses across a wide range of sectors including manufacturing, charity, engineering and construction. They were introduced to tools, techniques and approaches to help them to develop their own skills and awareness, improve the performance of their teams and to prepare them for senior management responsibilities.



As part of the programme, delegates complete a work-based project during which they carry out research on an employee engagement challenge in their team, department and/or organisation and at the end of the programme they present their findings along with their recommendations for next steps to help bring about positive change.

Presenting the final project to a panel of senior business leaders is quite daunting for the LEADlight delegates but it gives them a taste of what it is like making a business case and recommendations to a Board, which stands them in good stead for the future.

Zena Sparks from Caring for Communities and People did a project exploring her personal leadership style and behaviour:

“LEADlight has been invaluable to me and has helped me develop the way I manage and lead. My confidence has increased and my relationship with my team has improved.”



Mark Sands from Leeways Packaging did his project on improving communication across his organisation.



“LEADlight has changed my thinking & beliefs on being a successful and positive leader. This has resulted in me not just growing as a leader but also as a person. The relationships I have formed will support me as I progress through my professional career.”

Online and Hybrid Courses

We have worked with a number of far-sighted organisations who wanted to embrace technology to develop their people, including Taylor and Taylor Care who have used our online courses and encouraged their colleagues to embrace e-learning. This has enabled their employees to take a self-paced approach to their learning and development. They also participated in facilitated Think Tank coaching sessions where their key learning points were shared and discussed, as well as identifying and agreeing actions to implement and embed that learning.

One of the participants kindly fed back the impact e-learning has had on them:

“

The QuoLux™ leadership programme has exceeded my expectations in every way. It has equipped me with the knowledge, confidence and inspiration to lead with vision, resilience and given me a profound understanding of the human aspect of leadership.

”



LEAD™ – GOLD™ – GAIN™

Our trilogy of programmes LEAD™ – GOLD™ – GAIN™ continue to be our main focus and remain most popular. Over 400 people have enrolled on one or more of our programmes.

Since our last Positive Impact Report, we have graduated LEAD™ Cohorts 20, 21 & 22 while Cohorts 23 & 24 have begun their 10-month journey.



“

The LEAD™ programme entirely changed my perspective of what leadership is and fast forwarded my leadership journey by 10 years. The learning I have taken from LEAD™ has been invaluable to me, my future and my business.

Matt Lennard
CEO, VCS Alliance

”

On **GOLD™**, Cohorts 10 and 11 have graduated and Cohort 12 has commenced the 12-month programme.

“

GOLD™ has been a game changer in how I run and govern my business. Our reporting is so much better.

Adam Padmore, MD,
Rappor

”

We also graduated **GAIN™** Cohort 6, and Cohort 7 will shortly join them too with many going on to complete the MBA at the University of Gloucestershire.

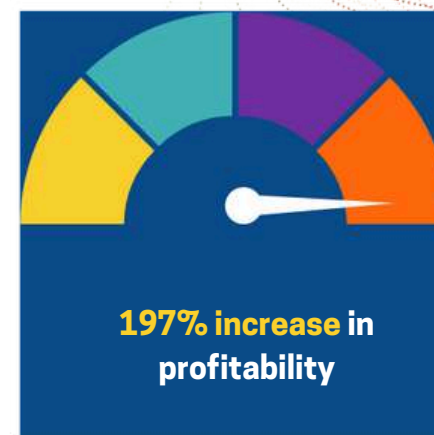
Talking of which, congratulations to Ellen Edwards and Mark Stewart who both received their **MBA** certificates and graduated this year!



It truly is inspiring working with so many leaders from different businesses over such long periods of time and seeing at first-hand the transformations in them, their teams and their organisations.



As part of our on-going research into impact, 82 companies were sampled who reported:



Priceless – the value of greater self-belief in tackling the issues that delegates face

This is wonderfully captured by Emma Prowse who has just been promoted to become a Director at Saracen Care:



The eight month bespoke programme that myself and my peers have completed with QuoLux™ has simply changed our future path as a Senior Leadership Team. I could not have anticipated the impact that QuoLux™ would have on us as people and as Leaders. We are now a solid, unified team who are confident in our abilities, in leading people and in running the day-to-day business of our organisation. It has been enlightening and fulfilling and an experience that I would encourage others to embrace.

Regenerative business: Realising Good Growth through Good Dividends: SDG 8

Our world is changing rapidly, people's expectations of businesses have changed forcing organisations to re-evaluate what it means to be successful, where profits, people, and planet are all part of the equation.

We are seeing, and we are hearing from our clients who are receiving feedback from their clients, that consumers want companies to go well beyond sustainability and actively 'do more good' for the planet and humanity's future health and well-being.

Consumers and invested employees expect brands and employers to take a responsible stance and positively contribute to society. These attitudes and expectations accelerated during the global COVID-19 pandemic and are here to stay.

We believe becoming a regenerative business is a good thing to do.

**A regenerative business is one that gives back more to our planet and society than it takes.
As a regenerative business becomes better, everyone becomes better.**

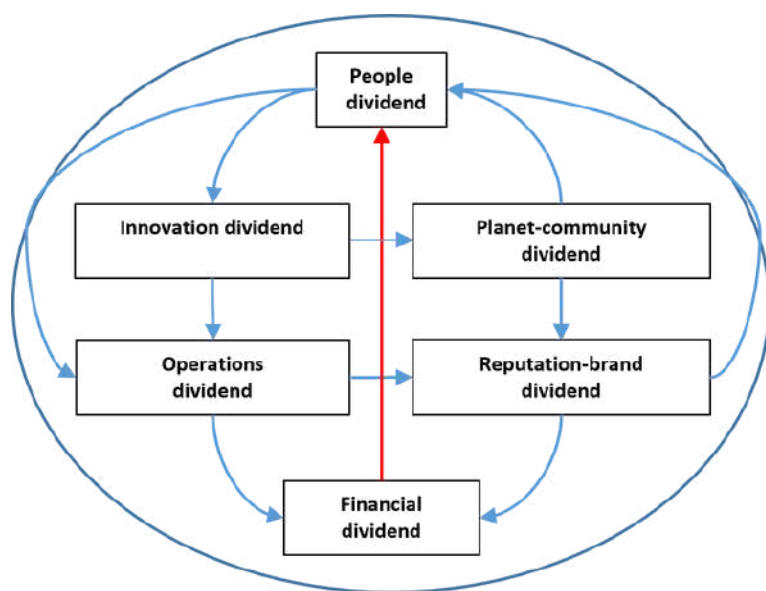


Figure 3: Six Good Dividends of a regenerative business
creating social impact and business value

Since 2016, we have worked with **Professor Steve Kempster** to advance Good Dividends. It's heartening to see a growing number of our clients adopting a **Good Dividends** approach which is consistent with aiming to become a regenerative business.

The essence of regenerative business is to '**do more good**', not simply the damage control of '**do less harm**'. Whereas a sustainable company is concerned with reducing its ecological footprint, a regenerative company boldly and positively takes measures to increase its socio-ecological footprint by regenerating the health of individuals, communities and the planet. By investing in the six elements in Figure 3, six connected and reinforcing good dividends are created.

“ Identifying with a ‘Purpose’ goes beyond a set a business objectives and performance measures. Social and ethical values should be at the core of any sustainability programme. Good Dividends is a value-adding approach demonstrating responsible leadership to businesses’ stakeholder community.

Justin Young, Operations Director, Cotteswold Dairy

QuoLux™ has taken a major step forward in advancing regenerative business practice and encouraging others to consider making a ‘step change’. To support positive-minded businesses, we have integrated purpose-led leadership and Good Dividends into LEAD™, GOLD™ and GAIN™.

This year we successfully launched the Good Growth Challenge where we sent 2 groups of GAIN™ delegates into two companies that they had never been into before. Both companies first completed the Good Dividends Audit and SDG Configurator. Both groups then sense-checked the data, then met senior leaders within each company, interviewed them using Good Dividends questions and then presented their findings and possible Good Growth strategies the following day.



“ When we speak with potential clients we emphasise what we will do to boost the local economy. We are very conscious of our impact.

*Kane Lewis
MD, Severnside Security*

GAIN™ Cohort 7

”

GOOD  **IDENDS**

Another two SDGs that guide what we do are:



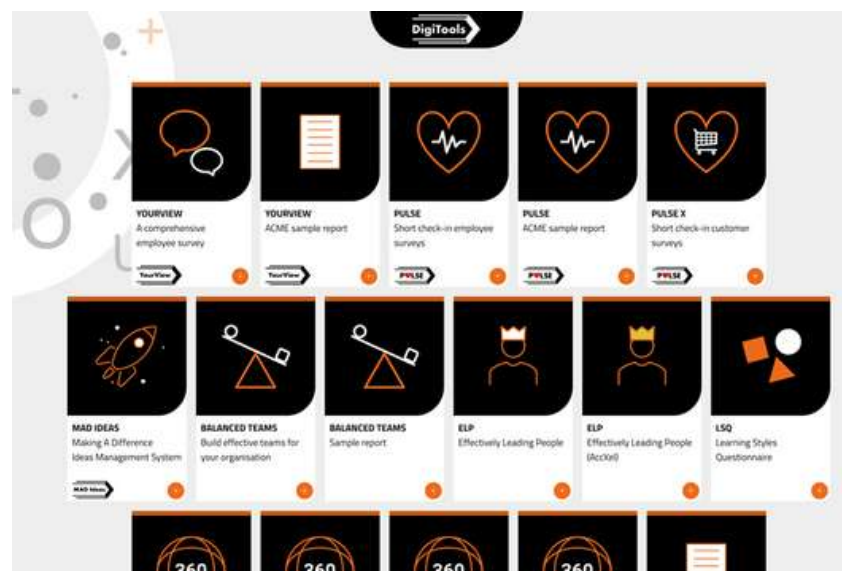
SDG #9 with its focus on innovation and its link to industry (businesses, charities and social enterprises), and



SDG #12 where more thought is required to increase productivity whilst being more responsible.

We continue to invest heavily in digitisation (turning paper-based information digital) and digitalisation (transforming processes into digital technologies).

We have created 20 digital tools, branded as DigiTools, which are increasingly bought as a full bundle. During the year 8 new tools were developed and a new look was launched to improve user experience.





We are very grateful to Frocester Security who successfully piloted both PULSE and PULSE X DigiTools with their employees and clients, respectively, providing us feedback on user experience and providing suggestions for improvement.

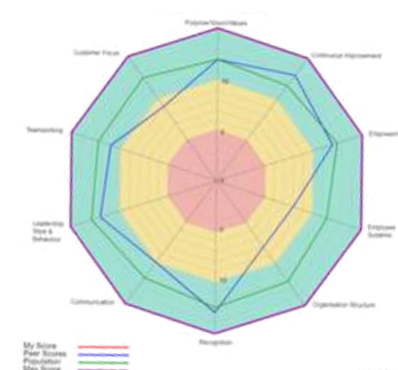
We then road tested the improvements to PULSE with The Nelson Trust where over a hundred of their colleagues completed a bespoke survey which allowed us to deploy new, improved reporting. Again, we're indebted to the leadership team at The Nelson Trust for their willingness to work with us.



Similarly, over 100 people at Premiere Kitchens completed the YourView employee survey. We have built AI into the analysis and reporting which enabled results to be fed back to Andy Barham, MD, in record time – within 48 hours of completion and dramatically improving our own productivity plus getting results back quicker to Andy for him to act on.

360 Feedback

We have also used DigiTools to improve LEAD™ and LEADlight – we have released 360 Feedback tools as part of Shadowing and within LEADlight projects. This allows peers to provide confidential feedback on their colleague. This insight then enables the delegates to improve themselves.





The **How-To** digital assets are available any time for everyone and a number of these have been integrated into LEAD™ and LEADlight. How-To range remains the single most important advancement QuoLux™ has made in recent years and is having a positive impact deep inside our clients' organisations.

100s of colleagues in multiple companies are using the tools, techniques and approaches learned on How-To when they need them most – in the moment when they are performing their role. They are innovating in their own companies as they develop their workplace cultures.

“

From the well-thought out & structured roll out of the How-To's, to the quarterly peer sessions hearing about how colleagues from all areas of the business are implementing their learning, it was clear we were going through a cultural shift in our approach to leadership – the How-To's have help create a shared language within the company, enabling better interdepartmental collaboration than ever before.

Sam Puddy, Credit Control Manager, Creed Foodservice

”

The How-To range sits within the innovative SkillBuild framework. Premiere Kitchens and Brickhampton Court Golf Complex are two companies that have been inspired by SkillBuild framework and have involved colleagues at different levels within their companies and from different departments. Meeting people from different functions provides an insight where sharing is found to be valuable.

“

Working on the How-To's has increased my confidence & conviction in my work as well as in my personal life. By working closely with colleagues on the course over the last year, we have come together more as a team, identifying actions & solutions to challenges & opportunities using our learning from the How-To's. It has been great to watch the business grow & develop alongside team members growing in self-belief.

Jo Browne, Events Manager, Brickhampton Court Golf Complex

”

Management guru, Henry Mintzberg was the first to coin the phrase, communityship. It is one we like as we believe it goes much further than the word 'partnership' which is typically associated with SDG 17.

Communityship is where community members take responsibility for a community's growth and development. As leaders we need to recognise that we have a stake in the communities that we operate within.

From the formation of QuoLux™, we have worked with and supported charities and skills accelerators. In the last year we have witnessed at close-hand the development of peers in the following charities and educational centres:



Shaping the future: Force for Good / B The Change

Since becoming a B Corp, we have taken our responsibilities very seriously to communicate to others, and to B Corps, about 'business being a force for good' and encouraging leaders to 'be the change'.

We have organised and run four B Corp linked events for businesses interested in such messages. Over 150 leaders heard 14 speakers on subjects as far reaching as the Regenerative Economy and Social Innovation through to Climate Change. We also initiated and proudly supported the launch of B Local in Gloucestershire where many B Corps met for the first time.



We believe business has the potential to be the greatest mechanism on the planet to enhance humanity, if it can galvanise purpose-led leadership to generate Good Dividends. Society needs more from business. Creating a future by going beyond 'business as usual' and developing a purpose is of paramount importance for all. We must be aware that the threats to humanity cannot be solved by governments alone. We offer up Good Dividends for leaders who wish to embrace a purpose-led approach as a better way of doing business for people, the planet and their communities whilst boosting the bottom-line. Take a look at our new website to find out more – www.GoodDividends.com.

Sustainability

We are a service company in small, leased offices but it's important that as a small business that we make continuous improvements in our approach to sustainability. Keeley Witts is Head of Operations at QuoLux™ and drives the company's sustainability strategy.



For the past few years we've been working with one of our clients, **Printwaste Recycling & Shredding** who became our supplier, in achieving zero to landfill. We were delighted to receive our 'Zero to Landfill' Certificate for the 5th consecutive year and receiving a special recognition too.

It's great to know that steps we've been taking to improve our environmental impact can be officially measured and recognised with B Corp.

Keeley has also been instrumental in bringing printing in-house which has led to more sustainable practices – more effective use of ink; reduction in carbon footprint (miles travelled).



Decisions on all supplies involve a discussion on sustainability within the supply chain. We have also switched our energy supply to fellow B Corp, Good Energy.



What the next 12 months hold...

We are excited by the publication and launch of the Realising Good Growth book. We plan to run a series of book launches from June through to the end of 2025.

We see an improving economy and one where effective leadership will be needed.

As before, we promise more of the same with our 1 – 2 – 3 approach:

- 1. Our unswerving support to help you to become the best you can be**
- 2. To #InspireBelief in all that we do**
- 3. To continue to innovate to make businesses, communities and the world a better place.**



We look forward to working with you.