



# Consulting Excellence In Action.

2024 DECLARATION



**MCA**  
A POSITIVE FORCE FOR THE  
ECONOMY AND SOCIETY



UK'S LEADING  
MANAGEMENT  
CONSULTANTS 2024

Great  
Place  
To  
Work®

Certified  
JUL 2023-JUL 2024  
UK

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MOMENTUM

no nonsense business expertise



# We're Practitioners, Pragmatists and Partners.

Positive Momentum is a global management consultancy. We provide bespoke injections of no-nonsense business expertise to help organisations and the people in them to change so that they can grow and ultimately lead. Positive Momentum consultants are all former business leaders. We understand the day-to-day because we've lived it ourselves.

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We are proud to be members of the MCA and demonstrate our commitment to Consulting Excellence through this declaration. This is important to us as we pride ourselves on delivering ever higher value and expertise to our clients. We have no career consultants, no junior teams seeking spurious billing hours and no patience with time-wasting academic exercises. We seek first and foremost to achieve the best outcome for our clients. We also invest in the well-being, training and development of our consultants and staff, striving to build a happy, diverse and inclusive work environment.



**Matt Crabtree**  
Founder, Positive Momentum

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**We believe good  
business gives back.**

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# Ethical Behaviour.

Consulting Excellence firms work with clients, partners, employees and other stakeholders in an ethical way



# We are a Certified B Corporation®

We are one of very few management consulting firms to achieve B Corp® status. This means our business meets the highest standards of verified social and environmental performance, public transparency, and legal accountability. It is our mission to balance profit and purpose. B Corps, like ours, are accelerating a global culture shift to redefine success in business and build a more inclusive and sustainable economy.



## We are responsible and good citizens

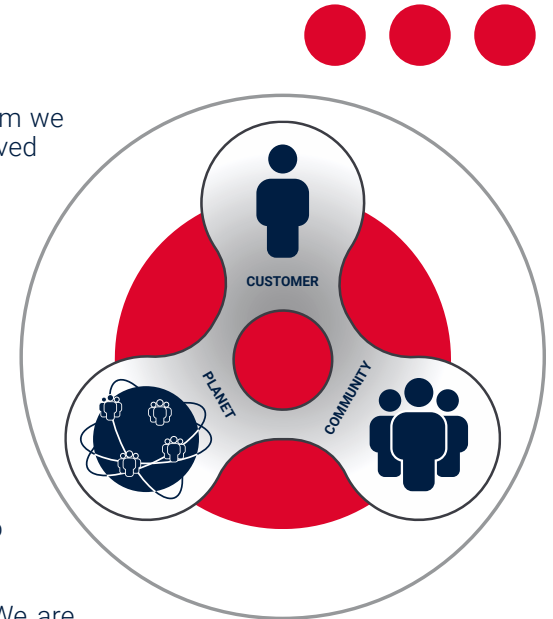
We believe firmly that good businesses give back. At Positive Momentum we give employees paid time off to volunteer and many of our team are involved in mentoring young people and future business leaders.

We support a number of NGOs and charities and donate 10% of our annual net profits to them. Our annual client conferences are held in aid of The Prince's Trust. Positive Momentum India supports the Udayan program which protects and nurtures vulnerable young people.



We support and volunteer with Sharewear – which provides emergency clothing, shoes and bedding to people in need. We recently worked with LAE (Learning Academy of Excellence) Stratford to provide laptops, mentoring to students and pro bono communications consultancy.

We are delighted to match any charitable donations our team make. We are proud to give back whenever we can.



## We conduct our business ethically

We pride ourselves on doing what is right - for our customers, for our community and for the planet. We recruit and train our people to put ethics at the heart of their decision making and to go above and beyond what is expected.

To this end, in 2024, we created the PM Constitution. This ethics policy transparently sets out our commitment to our partners, our staff and our clients. It ensures that we are operating to the highest standards of professionalism and holding each other to account.



## We foster an ethical culture

We strive for meritocracy, transparency and integrity. We believe that honesty, authenticity, excellence, respect and enjoyment are the basis for all our relationships and the profitability of our business. We have open communication channels, a flat structure and undertake regular employee engagement surveys to ensure our ideals match up to our people's experience.



Sustainability is at the heart of all that we do.

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# Sustainability.

Consulting Excellence firms are committed to sustainable development within their organisations and their work with clients.

Operating in an increasingly sustainable way

Ensuring sustainability is considered by our clients

## We operate in an increasingly sustainable way

We aim to limit our effect on the planet to the greatest possible extent. We are a climate positive company through Earthly and we support the United Nations Global Compact.

In 2024, we rolled out a series of sustainability training for all our staff and we included social and environmental performance goals in the job descriptions of our managers to ensure we are embedding our ideals in our day to day work.

We evaluate our use of resources carefully and endeavour to be as economical as possible in our use of collateral and transportation. Any collateral that we print is sustainably printed.

We regularly monitor and record our carbon emissions and we aim to reduce our overall carbon intensity by 5% each year. We off-set 110% of carbon emissions from all our client engagements. We aim to have also offset our historic emissions by 2028. Our annual conferences are climate positive events and we plant a tree for each attendee.

In 2023, we achieved ISO 14001 Certification. This rigorous process assesses an organisation's impact on the external environment and demonstrates our ongoing commitment to reducing waste, pollution and energy consumption.



## We ensure sustainability is considered by our clients in our work with them

We completed an internal education program so that all of our consultants, no matter what their specialism, can promote and encourage their clients to take a more Earth First approach.

We publish free guidance, advice and diagnostic tools to help our community of business leaders on their Earth First journey.



As a B Corp® we are active participants in B Corp Month and use the opportunity to promote sustainability to our wider community via our social media networks.

## Our work on sustainability is helping shape best practice in this area

We have a practice area that specialises in advising our clients on their journey to becoming regenerative.



We have worked for nearly two years with UKAS to accelerate progress to Net Zero through the use of the national quality infrastructure. This has significant potential in embedding best practice within the wider economy and influencing internationally.



We work with the Stockholm Environment Institute, one of the world's leading forest protection NGOs, to scale up their TRASE initiative aimed at eliminating deforestation associated with trade in agricultural commodities. An outcome has been launching the ForestIQ a platform which manages the risk of deforestation.



We also partner with Sustainable Ventures to embed good practice in early stage businesses. We work with Europe's largest Climate Tech startup ecosystem of over 500 businesses, to build effective partnerships between founders/startups and corporates committed to climate/sustainable innovation.

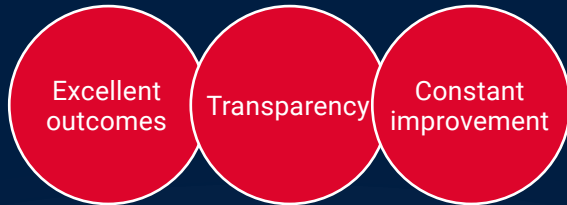


**We believe in delivering  
outstanding outcomes.**

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# Client Service and Value.

Consulting Excellence firms promote the highest standards of client service and value.



## Delivering Distinctly

Our approach is based around three principles:



## We provide excellent consulting services which deliver the outcomes clients seek and need

We're obsessed with achieving positive outcomes for our clients. As ex-practitioners we've walked in our clients' shoes and we know that context is everything. This means we do not sell one-size-fits all solutions to our clients. Instead, we work collaboratively to act as catalysts. We do not shy away from tough challenges and this is the reason our clients return to us time and time again.

## We are transparent with clients and respond to their concerns

We've grown our business on the strength of becoming a trusted partner. The person who pitches to the client is the partner who will deliver the work and grow the relationship over time. We encourage clients to pay for projects in stages and never oblige them to long term contracts. We stand by the value each stage of our work delivers to the extent that we prefer a 'pay as you go' approach, instead of up-front fees and commitments.



We are committed to working to the highest compliance standards regarding customer data protection and cyber security. We are FSQS Registered and Cyber Essentials Certified.

## We always strive to improve the value we can deliver to our clients

Continuous improvement is baked into the way we work. As a business we share best practice, hold regular learning sessions and constantly review the way we work. Our Executive Assistants are trained to work closely with each partner to help them develop and improve their practice area. We run a Customer Advisory Board to critically review performance and plans. We also have a survey process to acquire feedback from all clients on their experience of working with us.

## We are an award-winning consultancy

We are delighted to have been awarded a Feefo Gold Trusted Service Award for excellence in customer service. In 2023, we also became one of the Financial Times' Leading Management Consultants. We also won a Brandon Hall award for Human Capital Management for an Enterprise Leadership Programme that we worked on with American Express.





# Our Work In Action.



Here are just a few examples of how we've used consulting excellence to deliver value to our customers.



## Deltek

We helped Deltek achieve a 20% improvement in sales productivity and win rate.

**That's Positive Momentum**



## mercia

We helped Mercia transform their culture to achieve double digit growth.

**That's Positive Momentum**



## BUNZL BCBS

Cleaning & Hygiene Supplies

We helped Bunzl Cleaning and Hygiene Supplies to significantly improve customer service and get their local business back into growth mode.

**That's Positive Momentum**



## CREDERA

We helped Credera restructure their leadership to achieve 35%+ growth.

**That's Positive Momentum**



We believe in  
putting people first.

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# Professional Development.

Consulting Excellence firms develop the capabilities of their consultants, provide career development opportunities and support the welfare of all their employees.



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*Landing my first client at Positive Momentum was made a whole lot easier from the structured training, mentoring and peer-to-peer support. This formula has given me the confidence to sell and deliver so much more effectively than I could have ever achieved on my own.*

Alex Hambrook, Partner

## We undertake training and professional development planning each year

Every other Monday is a development day for all at Positive Momentum, in addition to a six month intensive programme of both group and individual development for new consultants joining our firm. We also hold a half day partner summit every four months and an annual 24-hr retreat, all of which have development at their core. We fund external training and courses for employees who are keen to develop their skill-sets further.

Our Executive Assistants are trained in our service methodology to deliver “rockstar” support to their partners. They benefit from a professional development focused away-day every four months in addition to an ongoing program of coaching and support. In 2024 we introduced a Trainee Executive Assistant role to offer entry-level career development opportunities in our business.

## We promote strong core consulting capabilities and specialisms in our consultants and teams

We have developed the ‘Positive Momentum Operating System’ which enshrines our standards of conduct and firm philosophy. Delivered in a variety of media, this constantly evolving system is the bedrock of our firm.

## We support our employees’ career progression, professional development and welfare

As a B Corp® and a Great Place to Work, we have been assessed and graded highly for our approach to our people’s wellbeing and our family-friendly culture. We prioritise work-life balance and flexible working. Our employees work fully from home and are encouraged to take time out of their working day to do something for themselves.

We offer regular team-building off-sites such as learning sessions, company and client events, all-expenses paid lunches and spa days. Our employee wellbeing package includes pension, unlimited holiday, life insurance and medical insurance. We also offer paid time off to volunteer and a matched giving scheme.



## We also offer career progression advice to the wider business community

**Meet The CEO**, a free podcast, shares best practice and learnings from CEOs from a wide variety of sectors.



**Full-time to Fulfilled**, a free podcast, provides insight into the world of independent consulting for those who are considering making a step in this direction.



# A Great Place to Work.



*Working at Positive Momentum isn't just about the job; it's about being part of a supportive team where a friendly atmosphere is the norm. My flexible hours allow me to manage my personal commitments and with the support of my colleagues, every day brings new opportunities for growth and success. I feel working for Positive Momentum allows me to thrive both personally and professionally and I feel a genuine sense of belonging.*

**Beverley Kursten**, Executive Assistant



## It's official! We are a Great Place to Work®

We are thrilled that in 2024 we earned the title of one of the UK's Best Workplaces™ from Great Place To Work®. This is a global authority on workplace culture and leads the industry with a rigorous, data-based model for quantifying employee experience. Since 1992, Great Place to Work has surveyed more than 100 million employees around the world, including ours.

## Our Employee Happiness KPI score

We continually measure our employee happiness using Friday Pulse. We currently have a weekly Happiness score of 82.

Using key pieces of information collated by Friday Pulse we are benchmarked quarterly against similar size organisations, industries and locations. We are proud to place well above average in comparison to our peers.



## A Day in the Life of Positive Momentum

We recently commissioned a short film that explores what it's like to be part of Positive Momentum. [You can watch the short film here](#)





**We believe in  
divergent thinking.**

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# Commitment to Diversity and Inclusion.

Consulting Excellence firms are committed to diversity and inclusion within their workplace and workforce.

Respect and embrace diversity and inclusion

Recruit and retain people from a diverse talent pool

Support industry efforts to improve progress



Raising funds to support **The Prince's Trust**



## We respect and embrace diversity and inclusion and understand the importance and positive benefit of people from different backgrounds working for our companies and our clients

As a global team, we are proud to work alongside colleagues and clients who come from varied cultures, backgrounds and communities. Embedded in our company values are collaboration, authenticity and the exchange of different viewpoints. We embrace diversity and divergent thinking, because we know this creates a better working environment and better solutions for our clients.

In 2023 and 2024 we have been focusing on working with a more diverse supplier base. We have completed a supplier audit to better understand our supplier credentials in this area. We have worked with Iconic Steps, a creative agency that is committed to creating a more diverse, more equal media industry. We have also worked with Empathy Week, an award-winning global schools programme that uses the power of film to develop the skills of empathy and leadership in students.

## We recruit and retain people from a diverse talent pool and strive to build cultures where difference is valued, respected and celebrated at all levels

We are committed to ensuring our business is filled with talented people from all walks of life, and we have developed a blind process for the recruitment of full time employees to help us combat unconscious bias. In 2024 we have updated all our job descriptions to ensure our language is fair and equitable.

## We are committed to developing diverse future leaders and ensuring their progression in the industry

We are committed to opening up our networks and awareness to talent from under-represented groups. Many of our team mentor young people via The Aleto Foundation, Generation Success and the Udayan Shalini Fellowship (USF) program. We recently ran a social media campaign with the Aleto Foundation showcasing the benefits to both parties of the mentoring relationship.



## We support industry efforts to improve progress on diversity and inclusion

We have co-created and delivered a number of DE&I programmes, including a Women in Tech programme at a global payments provider. We have also provided matched funding for four of our partners to complete the Cambridge Judge Business School Diversity, Equity & Inclusion program to learn and discuss the latest insights in designing, developing and delivering programmes that deliver sustainable change. This supports our work advising clients in this area and also ensures we continue implementing best practice within our own business.

We are active supporters of International Women's Day and also run an annual client event in support of The Prince's Trust that celebrates and spotlights female leaders in our industry and our community.

# Our Work In Action.

As well as embracing diversity in our own business we also help clients develop their own diversity and inclusion strategies.

## Celebrating IWD at Positive Momentum

We are proud to support International Women's Day each year. In 2023, we chose to showcase eight extraordinary women from the wider network of Positive Momentum. These women were chosen by our female partners as outstanding leaders, doing all they can to create a more equitable and inclusive world.

In 2024 we focused on sharing work and examples from across our community of people taking active steps to inspire inclusion - the theme of the day.



## Inclusive Talent Development at Cynergy Bank



### The client

Cynergy Bank provides financial services to business owners, property entrepreneurs and family businesses.

### The challenge

The company's strategy is to provide first-in-class service by overlaying the best of financial technology with value adding human relationships. Mindful of the importance of accessing critical talent to meet its transformational service commitments, the bank wanted to develop a programme to accelerate the retention and development of leadership talent.

### The solution

Working closely with senior leadership, Positive Momentum defined what building leadership talent looks like at Cynergy and developed a structured leadership development framework, to be delivered in partnership with the bank's senior leadership and Exco team. The framework includes a blend of business insights, key business related projects, exposure to senior leaders at the Bank, mentoring, personal development masterclasses and 1:1 coaching.

### The outcomes

This programme is aligning and realising Cynergy's ambitions for inclusive leadership development. It provided an independent assessment of talent and valued diversity as part of the assessment process. As well as providing a development pathway for future leaders of the business, the program is helping to meet Cynergy's D&I targets (e.g. % females in senior roles). The program will also support commercial performance in support of bank strategy.



# Our Goals.

**Although we've come a long way in making our business a force for good, we know there is still more to do. We are committed to full transparency in all that we do so here are the top level goals we are currently working towards.**

## ● Community

We pledge to donate 10% of our annual net profits to support NGO's/ Not for Profits who are doing work that's in line with our Environmental and Social focus areas.

We will diversify our donations across the following areas: food hunger, education, water, poverty.

## ● Environment

We regularly monitor and record our carbon emissions, we aim to reduce our overall carbon intensity by 5% each year.

We plan to have offset our historic emissions by 2028.

We commit to offsetting 110% of carbon emissions from all our client engagements.

## ● Customers

We will expand the volume of our client advisory work on Net Zero and the development of solutions for large scale, nature-based CDR (carbon dioxide removal) by 10%.

We will increase the work we do with purpose-driven enterprises by at least 10% on last year.

## ● Diversity

We will extend our Diversity & Inclusion efforts to our supplier base so that at least 10% of our suppliers are businesses that are female or ethnic minority owned.





# We are committed to making our business a force for good.

## Helping change, lead and grow

Find out more at [positivemomentum.com](https://www.positivemomentum.com)



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FT FINANCIAL TIMES	<b>UK'S LEADING MANAGEMENT CONSULTANTS 2024</b>
statista	



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