

CONSULTING  
EXCELLENCE  
DECLARATION

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Charlotte Sweeney Associates®

# DECLARATION

**Charlotte Sweeney Associates (CSA)** is an award-winning leadership and culture change consultancy, with a specialism for diversity, equity and inclusion (DE&I). Our purpose is to inspire inclusive disruption within organisations by supporting and enabling them to create workplaces, products and services that work for everyone.

## Our key services offered are:

- Strategic Consultancy
- Board and Executive Level Support and Coaching
- Leadership Development
- Consultancy advice for all elements of DE&I within an organisations eco-system, from people to supply chain, marketing and product development.

We've worked in partnership with hundreds of companies around the world covering the majority of sectors, including, **FMCG, Luxury Brands and Hospitality, Financial Services, FinTech, Healthcare, Consultancies and Professional Services**, to name a few.

Our CEO, Charlotte Sweeney OBE, is a recognised thought leader in this area which includes a bestselling DE&I book that was shortlisted **for the Management Book of the Year 2018** by the **Chartered Management Institute (CMI)** and acknowledged as one of the **best HR thought leaders in the UK in 2022**, as well as being a member of **the Forbes HR Council**.



# How we excel through CLIENT SERVICE AND VALUE



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

From the very start of our client relationships, we focus on the outputs the client is truly looking for and we discuss different, and appropriate, ways in which the outcome can be achieved.

We focus on creating clarity on the scope of the project for everyone involved. We develop the most appropriate measures to enable an effective review of the progress made (aligned to the agreed deliverables) and the overall impact of the work being delivered - in both the short and longer-term.



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

Our natural way of operating is to be transparent with our clients on every element of our relationship and project delivery. For example, we ensure regular project update meetings are scheduled and conducted with our clients throughout the life of the project and relationship. We focus on fostering an inclusive relationship where we encourage feedback, sharing views and perspectives. Our ambition with all clients is to be considered as part of the internal team to really partner with them on all project delivery.

If, for any reason, a client is not comfortable to share feedback with their key contact from CSA, we ensure they have direct access to either the Managing Director or the CEO to discuss any feedback or concerns.



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

In every interaction with clients, we ensure there is a full evaluation process that takes place - this will include (i) a review of the work conducted and delivered compared to the original scope and (ii) feedback from the client on the quality of the work and the relationship. We always ask our clients (i) if there is anything we could do differently next time, (ii) if they would work with us in the future and (iii) if they would recommend us to others. This information feeds into our continuous improvement ethos and is discussed with the CSA team to explore how we can enhance our clients experience of working with us.

We also conduct an internal review to assess (i) the quality of the output to the client, (ii) what went well and what could be done differently next time and (iii) if we would be happy to work with the client again.



Currently our Net Promoter Score is:

95%



# How we excel through ETHICAL BEHAVIOUR

Certified



## We are responsible, good citizens

We are a B-Corp Certified company, gaining our certification in April 2024. This certification underpins our unwavering commitment to social and environmental responsibility. Grounded in sustainability, transparency, and accountability, we champion inclusive workplaces and communities. We have been certified as a 'Living Wage Employer' for the last three years. We are also accredited as a Women Owned Business by WeConnect. We take these commitments seriously and continually discuss these aspects with our clients.

As our business is focused on delivering both **globally** and **locally**, we donate both our time and finances to two charities that are close to our heart and the work we do:



### 1.Global Diversity, Equity & Inclusion Benchmarks:

<https://globaldeibenchmarks.org/>



### 2.Conscious Youth:

<https://consciousyouth.co.uk>

We also advise organisations on how they can deliver their ESG aspirations, including diversifying their supply chain, inclusive marketing and product design as well as how they treat their employees.



## We conduct business ethically

All of our dealings with clients, partners and service providers are delivered with the highest ethical standards.

We ensure that all work is delivered and communicated in a transparent manner at every step of the client relationship.



## We foster an ethical culture

Creating a psychologically safe workplace for our employees as well as our consultants is critical to us. This enables us to create great work and deliver a great service to our clients.

We focus on ensuring that our people feel able to speak up about anything that concerns them either within our business, how we are working with our clients or anything related to what the client may say or do.

It is also important that our clients feel they have created an open and transparent relationship with us where they feel able, and comfortable, to raise any issues that are important to them.

# How we excel through PROFESSIONAL DEVELOPMENT



## **We undertake training and professional development planning each year.**

Every member of the team has a personal development plan as part of their performance plan. This is reviewed with the CEO on a quarterly basis and includes (i) professional skills development as well as (ii) focus on any feedback received from colleagues and clients.

Our ethos to learning is captured in the 70/20/10 model - 70% development is on the job, 20% is mentoring and coaching and 10% formal development such as courses and conferences.

All of the above is discussed and included within the regular 1:1's and team feedback.



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

Charlotte Sweeney OBE as the CEO, has gained Chartered Management Consultant Status (ChMC). As part of everyone's development plan, they use the skills and behaviour matrices from the MCA.

They are reviewed on their progress on during our regular 1:1's throughout the year. We fully support the adoption of the Chartered Management Consultant Status and champion the value. Our aspiration is that, over time, all our in-house consultants will gain their chartered status.



## **We support our employees' career progression, professional development and welfare.**

We constantly strive for the best performance and delivery from all our employees, regardless of their specialism. We support all professional and personal development as outlined previously.



# How we excel through commitment to DIVERSITY AND INCLUSION



**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.**

Our consultancy is one that specialises in diversity, equity and inclusion and supports our clients to create workplaces that work for all. Given this, it is important that we 'walk our talk' and demonstrate what we do for our clients within our business.



**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. Furthermore, we are committed to developing diverse future leaders and ensuring their progression in the industry.**

This is what we do as a business. Our employee and consultant base are a diverse mix of people from around the world, different genders, ethnicities, ages, physical abilities etc.

Our consultants have a clear progression and career path which is discussed and agreed with them on a regular basis.



**We support industry efforts to improve progress on diversity and inclusion, implementing best practice and monitoring the diversity of the consultancy sector workforce over time. This includes encouraging the collection of data to assess the effectiveness of D&I policies and participating in the MCA annual report.**

We support industry efforts to improve Diversity and Inclusion by contributing to the MCA's D&I working group and their continued work on multiple iterations of the D&I Toolkit.

We are generous with our knowledge and insights, contributing to the MCA annual report, regular newsletter and other events where practical and appropriate.





# How we excel through commitment to COMMITMENT TO SUSTAINABILITY



**We commit to ensuring that our firms operate in an increasingly sustainable way and strive to ensure that sustainability is considered by our clients in our work with them.**

All of our dealings with clients, partners and service providers are delivered with the highest ethical standards and transparency is central to how we deliver and communicate.

While our company operations naturally result in a lower direct footprint, we acknowledge that environmental responsibility doesn't stop there. Much of our environmental impact is shaped by individual choices, and we remain committed to promoting sustainable practices across our remote team. With no central office, we naturally avoid emissions associated with daily commuting and energy use in traditional workspaces. We avoid printed materials entirely, especially at conferences where we opt for QR codes and digital brochures to share information.

Our commitment to sustainability goes beyond internal practices. As proud partners of Anthropy, a movement fostering cross-sector dialogue to shape a more equitable and sustainable future, we actively contribute to the national movement around prosperity, place, people, and global perspective. This year, we delivered an interactive workshop at Anthropy's flagship three-day gathering, engaging in collective cross-sector dialogue and action, collaborating with diverse voices to generate innovative ideas and shape a more inclusive, equitable society.

As a certified B-Corporation, we have an unwavering commitment to social and environmental responsibility, ensuring that sustainability, transparency, and accountability remain at the core of our work. We are proud to have achieved a strong score, surpassing the 50.9 median score of ordinary businesses who complete the assessment and performing well across the majority of the impact areas.

By promoting our B Corporation status and Anthropy membership, we share insights and encourage our clients to join us in shaping a more inclusive, ethical, and progressive business environment.

To read more about our commitment to sustainability, our latest impact report can be accessed [here](#)



2024-2025 Impact Report




# Contact Us

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