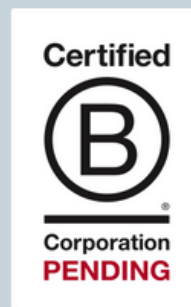




PRACTICAL
INSIGHT

2023 Impact Report



Letter from the Founder

In March of 2023, I began the grand experiment that is Practical Insight to help mission-driven companies find clarity, alignment, and traction toward their big, bold vision.

In 2023, the foundation was set for what I hope will be a long legacy of impact through our work with certified B Corps and other like-minded companies, community involvement, philanthropy, and internal business practices to create the equitable and sustainable economy we know the world needs.

We have much to show for our first 10 months, and also know this is just the beginning. We will continue to learn, adjust, expand, and test how we can be of greater service to people and planet so that all can prosper.

Your feedback and partnership to leverage business as a force for good is welcome.

Here's to being the change we want to see in the world, one business at a time.

--- Adrienne Gordon
Founder & CEO
Practical Insight



SETTING THE STAGE FOR IMPACT



Within four months of our founding, we became a Pending B Corp, the designation available to start-ups. We chose to invest time and money for this designation as a sign of our commitment to the B Corp movement and the community of mission-driven businesses driving it.



We chose to be publicly accountable for our pledge to give back by joining 1% for the Planet. Member companies commit to donating 1% of their revenue each year and are required to provide documentation of their giving.

OUR CLIENTS

Our clients share our commitment to creating a positive impact in the world.



MISSION-DRIVEN

90% of our clients in 2023 were mission-driven businesses or non-profit organizations.

Certified



Corporation

Many of our clients in 2023 were certified B Corps, holding the gold standard for social and environmental performance.

OUR VENDORS

Whenever possible, we prioritize our spending with businesses who share our commitment to using business as a force for good such as:



EAST FORK



To support the creation of a more equitable economy, we track our spending with suppliers and contractors choosing those local to our Asheville, NC base and with diverse ownership when we can.

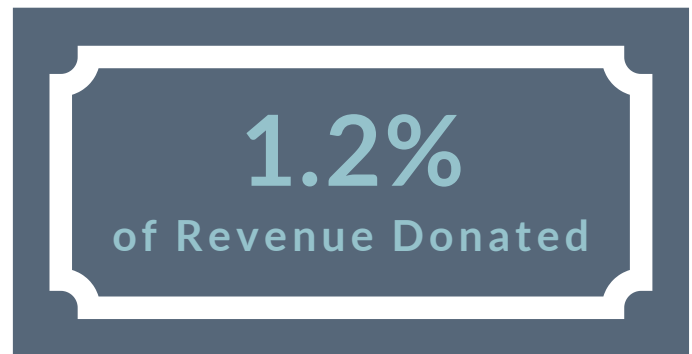
In 2023, over a quarter of our spending was with businesses in these categories.



GIVING BACK

We are committed to giving our time and financial resources to organizations helping to build a more sustainable economy that benefits all people and the planet.

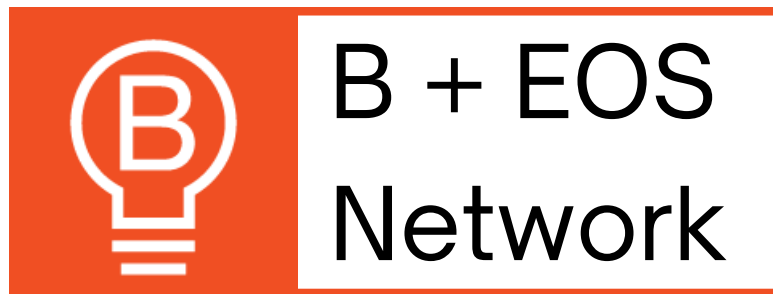
In our first year we surpassed our goal to donate 1% of our revenue to charities doing important work to leverage business as a force for good.



In a service business, time is incredibly valuable. In 2023, we spent the equivalent of four weeks in service with organizations whose missions and values align with our own.

COMMUNITY INVOLVEMENT

We are committed to giving our time and financial resources to organizations helping to build a more sustainable economy.



LOOKING AHEAD TO 2024

Achieve Carbon Neutrality

We each have a role to play in addressing the climate crisis. One step we can take is achieving carbon neutral status.

Achieve Full B Corp Certification

We are already hard at work on our full certification so we are in position to submit as soon as we are eligible. That work has included evaluating our suppliers, developing policies, and tracking key metrics like energy use, supplier diversity, volunteer hours, and financial donations.

QUESTIONS & COMMENTS

We invite your feedback and questions on our plans and this report. You may contact us via the form available at getpracticalinsight.com