



PRACTICAL  
INSIGHT

Certified



Corporation



FOR THE  
PLANET

MEMBER

2024

# Impact Report

[getpracticalinsight.com](https://getpracticalinsight.com)

Asheville, NC

## Letter from the Founder

---

As I reflect on 2024, I am truly awestruck. It was a year of incredible growth for Practical Insight and one of incredible devastation for my home city of Asheville, NC. My family and I were far luckier than many here and yet we still feel the impact of Helene these many months later. I am grateful to our clients for their understanding and grace in the aftermath of the storm allowing us to focus on our families and show up for the Asheville community. We saw an incredible outpouring for the region from the B Corp community that was both humbling and inspiring.

As a company, Practical Insight grew in many ways. We became a certified B Corp and offset our carbon footprint. For us, honoring our commitment to people and planet is simply the right thing to do. We expanded both our team and our services in response to demand from leadership teams committed to being a force for good.

One lesson I am taking from 2024 is this: No matter the weather or political climate, our work to help mission-driven companies find greater clarity, alignment, and traction toward their world-changing goals matters. I look forward to seeing the impact we can have -- together.

Adrienne Gordon  
Founder & CEO  
Practical Insight



## ACCOMPLISHMENTS

---

We had two big goals for 2024 intended to formalize our commitment to making a positive impact. We are proud to have accomplished both:

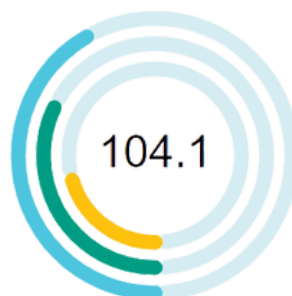
**Certified**



**Corporation**

We submitted for full B Corp certification within days of being eligible (one full year in operation) and were certified shortly after.

**Overall  
B Impact Score**



## Carbon Neutrality

Offsetting our carbon footprint is simply doing good business. We carefully calculated our impact from travel, purchases, utilities, and shipping then purchased offsets from a respected non-profit with over a decade of expertise in the industry.

we are  
**neutral**

## OUR CLIENTS

---

Our clients share our commitment to creating a positive impact in the world. Our focus on supporting the stability and sustainability of companies dedicated to being a force for good and aligned non-profit organizations was a key element for our B Corp certification.



### MISSION-DRIVEN

83% of our clients in 2024 identified as mission-driven businesses or non-profit organizations.

Many of our clients in 2024 were certified B Corps themselves. Over 40% of our revenue came from fellow B Corps.



*Our fractional leadership, consulting, and strategic planning services help these companies gain clarity, increase transparency, and make progress toward their world-changing mission.*

## OUR VENDORS

---

Whenever possible, we prioritize our spending with businesses who share our commitment to making a positive impact on the world such as:



---

To support the creation of a more equitable economy, we choose vendors local to our Asheville, NC base, those with diverse ownership, and certified B Corps when we can.

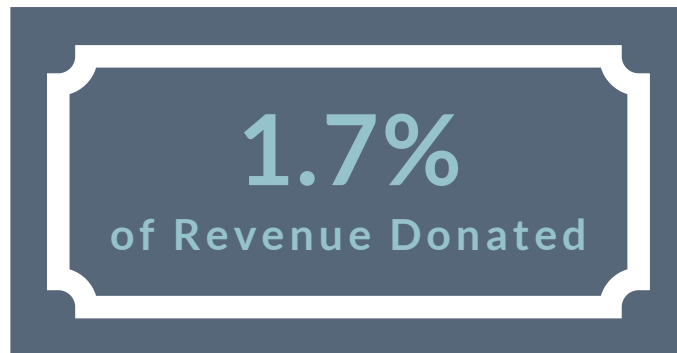
In 2024, we moved even more of our spending to businesses in one or more of these categories. Last year we invested 45% of our spending vs just 25% in 2023.



## 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.



As a member of 1% for the Planet, we commit to giving 1% of our top line revenue to non-profits. In 2024, we increased our revenue AND our giving percentage resulting in substantially more dollars to organizations doing important work.

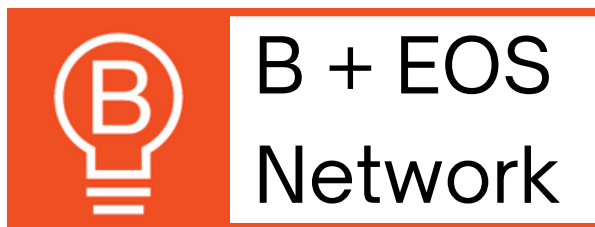


In a service business, time is incredibly valuable. In 2024, we gave the equivalent of 4.5 weeks of our time to organizations whose missions and values align with our own.

## COMMUNITY INVOLVEMENT

---

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



## LOOKING AHEAD TO 2025

---

### **Support Asheville's Recovery from Hurricane Helene**

Our beloved home base of Asheville, NC has a long way to go to fully recover from the devastation of Hurricane Helene last September. We plan to contribute where and how we can with our time, skills, and resources.

### **Begin the Transition to the New B Corp Standards**

B Lab Global will be unveiling the new standards for B Corp certification this year. We will begin learning about the new requirements and collecting data for our recertification in 2027.

## 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](https://getpracticalinsight.com)