



PRACTICAL
INSIGHT

Certified



Corporation



FOR THE
PLANET

MEMBER

2025

Impact Report

getpracticalinsight.com

Asheville, NC

Letter from the Founder

2025 marked Practical Insight's third year in business, a milestone that moves us from start-up to growing company. And grow we did. Demand for our services meant we added contract support so we could keep showing up for the leaders we serve.

That growth and stability stood in contrast to what was happening around us, as Asheville continued its long recovery from Hurricane Helene. When B Local Asheville launched its Small Business Disaster Relief Fund, backed by donations from B Corps across the country, we helped stand it up. We established the application criteria and processes and coordinated reviews and disbursements, ultimately getting \$12,550 into the hands of 9 local businesses impacted by the storm. It was familiar work, but this time it was much more personal.

It also shaped how we chose to give our time. In 2025, we consolidated our volunteer efforts locally, stepping back from some regional and national roles to focus where we could make the most difference: at home.

One lesson I am taking from 2025 is this: the skills we bring to our clients every day — building structure, process, and clear communication — turned out to be exactly what our own community needed. I'm grateful for our clients, our partners, and a community that keeps proving what business can do when it leads with purpose. Thank you for being part of it.

Adrianne Gordon
Founder & CEO
Practical Insight

ACCOMPLISHMENTS

Using Our Purchasing Power

We significantly increased our spending with local, B Corp, and diverse-owned businesses (see Our Vendors). Every purchase is a chance to build the economy we want to see.

Staying Carbon Neutral

we are
n≡utral

Our 2025 footprint was 6.37 metric tons of CO₂e, driven largely by increased travel. We offset 100% of it through We Are Neutral, the equivalent of growing 105 tree saplings for ten years. We also continue to bank with Climate First Bank. For a service firm, where our money sleeps is one of the biggest climate choices we can make.

Supporting Asheville's Recovery

We provided volunteer support to B Local Asheville to set up and coordinate its Small Business Disaster Relief Fund, which delivered \$12,550 to 9 local businesses impacted by the storm.



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

86% of our clients in 2025 identified as mission-driven businesses or non-profit organizations.

Many of our clients in 2025 were certified B Corps and 1% for the Planet members themselves. Two-thirds of our revenue came from fellow B Corps. We also served our own community and a more equitable economy: 31% of our revenue came from local clients, and 27% came from businesses led by people from underrepresented groups.



Our fractional leadership, coaching, 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 that share our commitment to making a positive impact on the world such as:



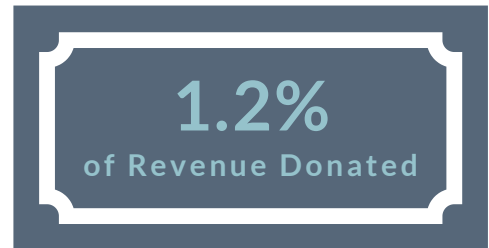
To support the creation of a more equitable economy, we choose vendors local to our Asheville, NC base, those with diverse ownership, and certified B Corps when we can.

In 2025, we moved even more of our spending to businesses in one or more of these categories. We invested 57% of our spending with these businesses, up from 45% in 2024 and 25% in 2023.



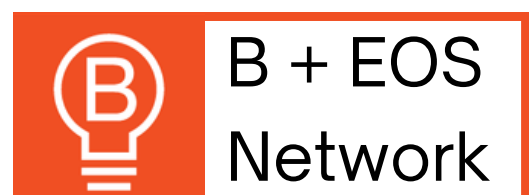
GIVING BACK

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 2025, we exceeded that commitment.

In 2025, we gave the equivalent of 2 full weeks of our time, primarily focused on helping B Local Asheville deliver Helene relief grants to local businesses.



PROGRESS ON OUR 2025 COMMITMENTS

Begin the Transition to the New B Corp Standards

As B Lab finalized its new standards and rollout timeline, we reviewed information and resources as they became available. Through one of our clients, we joined a Cultivating Capital learning cohort for companies recertifying under the new standards. The knowledge sharing, and being part of a group of businesses committed to maintaining their certification, gave us a strong start on our learning journey.

Support Asheville's Recovery from Hurricane Helene

We put our time and skills to work where they were needed most, helping B Local Asheville set up and coordinate its Small Business Disaster Relief Fund. Read more in our founder's letter.

LOOKING AHEAD TO 2026

Prepare for Our B Corp Recertification

With the new standards now published, we're beginning preparations for our own recertification in mid-2027. That means completing our setup in the new B Impact Assessment platform, understanding the requirements for our specific company, developing a plan to meet them, and starting the work.

Support B Local Asheville

We'll continue to give our time and funds to B Local Asheville, supporting the growth of Asheville's mission-driven business community as the organization's work moves beyond recovery from Helene.

Return to Regional Volunteering

While keeping our roots in Asheville, we'll return to volunteering beyond the region, including serving on the Planning Committee for BLD Southeast 2026.

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