



ANNUAL IMPACT REPORT

2021 IN REVIEW

TRANSCEND
THE FEARLESS COMPANY

TABLE OF CONTENTS

This report has been developed using the B Impact Assessment framework to highlight Transcend's impact in five key areas.



PART 1 Governance

PART 2 Workers

PART 3 Community

PART 4 Environment

PART 5 Customers

PART 6 Looking forward

GOVERNANCE

A MESSAGE FROM OUR CEO

As we issue our first-ever Impact Report, I am grateful for the support of our employees, our customers, and our broader community for allowing us to help build stronger organizations that create lasting value.

The global pandemic spurred two years of social and economic upheaval, and we embraced this opportunity to innovate and help our customers respond, grow, and thrive.

Our impact can be measured in the over 100 hours per employee of volunteer service we contributed, or the 1% of revenue we donated, but the most meaningful measure to us is the improvements we make in the work lives of our customers and the organizations they serve.

We are proud to share our impact - and champion the use of business as a force for good.

Laura Huckabee-Jennings

TRANSCEND

MISSION, VISION & VALUES



MISSION

Transcend partners with growth-minded leaders who focus on developing people, teams and cultures that embrace change and create lasting value.

VISION

We aim to be the catalyst for organizational transformation where people thrive and contribute to economic and social equity.

VALUES

Impact through Innovation, Walk the Talk, Get S**t Done, Transcend Business as Usual, Speak Truth to Power, & Authentic Human Connections.

B CORP

In 2016, Transcend was certified as the first B Corporation in the state of Alabama by the nonprofit B Lab, earning a score of 82.7 in 2016 and 83.1 in 2019. This certification is an acknowledgment of the company's commitment to social and environmental ethics, transparency, and accountability. As a B Corp, we promote B Lab's motto to "Use Business as a Force for Good" and have signed a legal amendment that requires consideration of all our stakeholders in decision-making.

WORKERS

One of our core values at Transcend is “Walk the Talk.” That is why we make it our goal to foster a company culture of evolving leaders through employees that are engaged, empowered, and inspired. This section highlights how we live our values everyday at the workplace, and the trust, respect, and authenticity we see in our employee relationships as a result.

Measuring Employee Satisfaction and Engagement

Promoting two way, constructive communication is key to having authentic human connections. We provide employees with routine, honest feedback on performance through monthly one-on-one check-ins and measured employee satisfaction through weekly pulse surveys.

Professional Development

We believe that when it comes to becoming a fearless leader, there is no finish line. We focus on a growth mindset, and are always pushing ourselves to evolve and acquire new skills. We utilize professional development opportunities to create space for continuous improvement, so we can equip ourselves with the knowledge and tools to foster a better future for our employees, our community, and the world.

2021 Survey Score Highlights

9.3/10

for overall employee satisfaction at work, up .4 points since 2020

9.9/10

for employees who experienced personal growth at work, up .6 points since 2020

9.4/10

for overall employee happiness at work, up 1.4 points from 2020



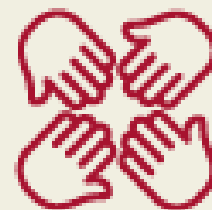
Get St Done...
on A Schedule That
Works for You.**

At Transcend, we keep it real. That is why one of our values is “Get S**t Done.” This means we are serious about achieving our goals, and when we commit to doing something, we trust ourselves and our employees to accomplish it. But this value also has a deeper meaning to us, it means showing up authentically as you are, wherever you are, when you are best able to do so. That is why this year we implemented a flexible, 4 day work week and unlimited paid time off policy. This provides employees with the flexibility to accomplish their work, at a time that works best for them. We believe that when you respect employees' time outside of work, you develop an abundance of trust, and as a result employees will utilize their time at work to its fullest potential.

COMMUNITY

At Transcend, giving back to our community is at the heart of what we do. Our theory of change lies in developing strong leaders that can be a catalyst for positive change. We believe that by building intentional and equitable cultures in the workplace we can foster happier people who are empowered to contribute not only more at work, but also to the economic and social equity of their broader communities.

In 2021, Transcend....



Volunteer Paid Time Off Policy

At Transcend, we make it a priority not only to donate our financial resources, but also our time, skills, and leadership. We believe that to empower employees to engage in community giving, we must allow them the time and resources to do so. We have a formal volunteer paid time off program that provides employees with 2 hours a week to volunteer at a nonprofit organization of their choice, amounting to almost 100 hours per employee annually.

Supplier Diversity Policy

We are committed to promoting diversity and inclusion in our community. In alignment with these values, this year we implemented a Minority and Women-Owned Business Policy to develop supplier diversity. This policy formalizes our equity and inclusion commitments by pledging to actively seek out and provide opportunities to Minority Business Enterprises, Women Business Enterprises, and businesses run by other under-represented groups.

Charitable Organizations We Partner With

We serve as donors, board members, mentors, volunteers, and task force members for a variety of nonprofit organizations in our local Huntsville, Alabama community and beyond. Check out some of our involvement below:

- The Committee of 100
- Princeton Prize in Race Relations
- Huntsville Madison County Chamber
- Leadership Greater Huntsville
- Rainforest Alliance
- Huntsville Rotary Club
- The Community Foundation
- Fantasy Playhouse Children's Theatre & Academy
- National Children's Advocacy Center
- Rotaract Club of Huntsville
- International Women's Forum & more!

TRANSCEND EMPLOYEE TESTIMONIALS

Why Giving Back to our Community Matters to Our Employees

"Transcend is the first organization I've had the pleasure to work with that prioritizes volunteerism from within. I feel more empowered in my day-to-day professional life by being given the opportunity to fulfill my desire to give back to my community without fear of retaliation."

- Julia Cherry, Business Development Specialist

"In my time at Transcend, I have felt a growing sense of belonging to the community. This has led me to take part in volunteering opportunities such as becoming a part of the Young Professionals Advisory Council for the NCAC. Our leadership is very involved in the community and in giving back which inspires and motivates all of us employees to do the same."

- Gia Giacomoni, Executive Coach

"Being able to spend time volunteering while working at Transcend is vital to keeping us all engaged in our communities and reinforcing the values of the organization. Being supportive of organizations that impact the broader community, including those less fortunate, is not only the right thing to do, but builds on Transcend's commitment to inclusion at work and in the community in which we all live, work and play."

-Andrew Jennings, Chief Commercial Officer

"Working for Transcend has allowed me the space to pursue my passion for making a difference not only in the business world but to make a difference where it counts, in the community we call home. The support for employees to make a difference in our world lies at the heart of what the BCorp movement is all about. The work we do with our clients and our company's encouragement to give back as a volunteer in our community is one of many ways in which Transcend lives its core values out loud."

-Dana Gillis, Senior Consultant

CUSTOMERS

Our clients are at the heart of what we do, and why we do it. Our CEO founded Transcend with one simple dream in mind: to create a company she would want to work at. In the 20 years since, that goal remains foundational to our work at Transcend, and each day we strive to make that dream a reality for the clients we work with. This is because we believe that better workplaces lead to happier people that are not only empowered to give more to their work, but also to their broader community. When we transform the way we engage at work, we can transform the way we engage with our neighbors, local communities, and broader society. We empower people to be strategic, values-based, and fearless leaders with impact that transcends beyond work and into our global community.

SELECTED 2021 CLIENTS

- J.F. Drake Community College
- Cleveland State University
- Huntsville Utilities
- CFD Research
- Teledyne Brown Engineering
- Southern Research
- Thrive Alabama
- Huntsville Hospital Foundation
- U.S. Army CCDC, S3i
- Hexagon
- Sentar
- Five Stones Research
- Aegis/Blue Halo
- COLSA
- Defense Acquisition University
- Southern Research
- United Methodist Church

PROGRAM HIGHLIGHT: FEARLESS LEADERS MASTERCLASS®

Our Fearless Leaders MasterClass® is a 9-month program in four series that sparks organizational transformation by developing intentional leaders, building effective teams, fostering impactful influence, and strengthening change management strategies. Our Fearless Leaders MasterClass® is our bread and butter at Transcend. It integrates all our years of experience and scientific research into one program, cultivating impactful leaders that catalyze organizational change.

THE RESULTS SPEAK FOR THEMSELVES

In 2021, 86 growth-minded leaders across 10+ organizations accelerated their journeys of becoming fearless leaders. In our pre- and post-assessments across the 8 cohorts that completed the course we found:



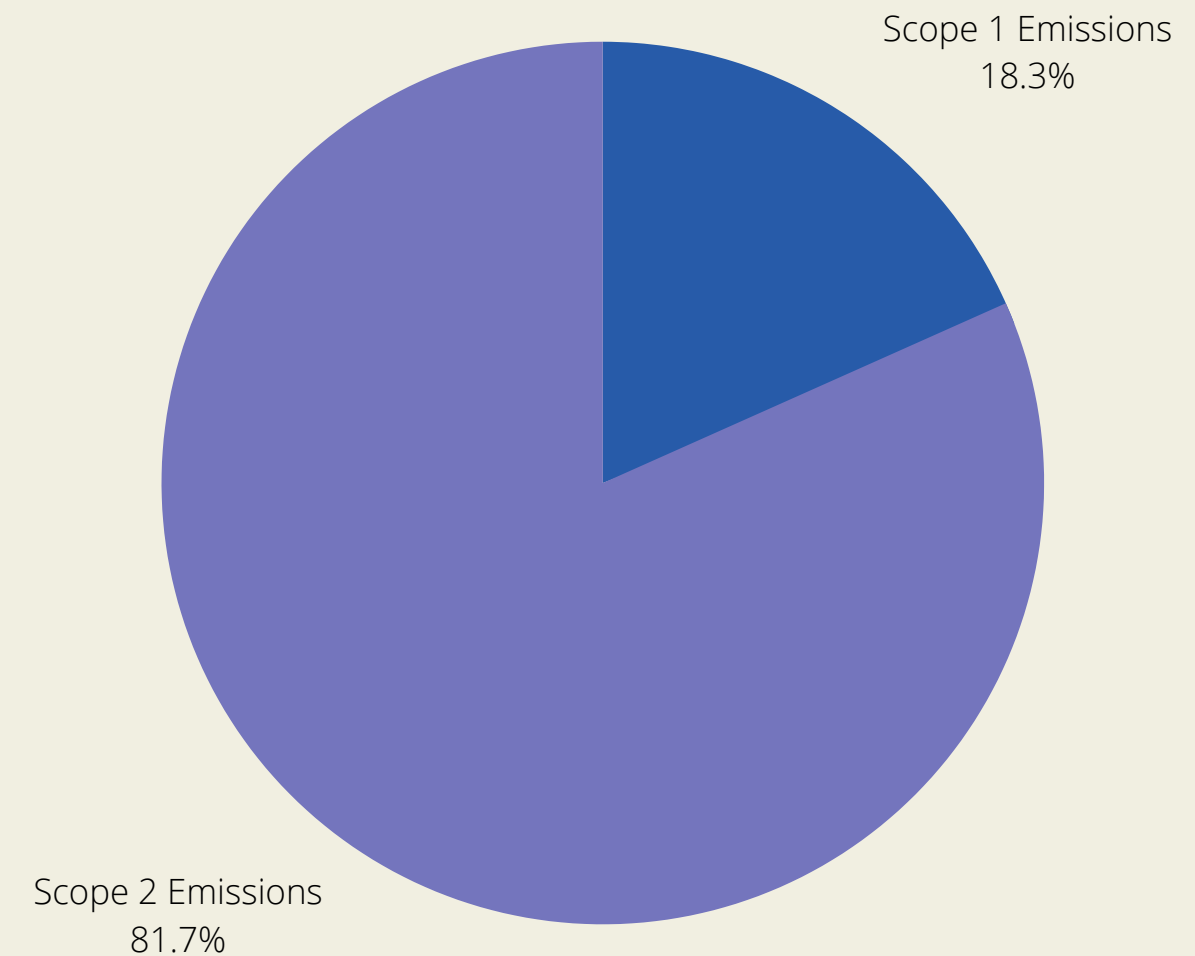
ENVIRONMENT

This year at Transcend we completed our first ever Greenhouse Gas (GHG) Inventory for scope 1 and 2 (direct and indirect utilities) to get a baseline for our carbon footprint. Due to the ongoing impacts of the Covid-19 pandemic, our employees worked mostly from home. To account for this, we utilized emission factors from EcoAct's Home Working Emissions White Paper to calculate our home office emissions. While Home working emissions are traditionally included in scope 3 (indirect), due to our lack of office use, we categorized it as scope 1 and 2. While remote working emissions have not been material to companies historically, the long term impacts of Covid-19 will result in many more employees working from home, so it is important that we begin to account for these emissions. This is also why we are implementing a virtual office stewardship policy this year, to ensure all of us at Transcend are doing our part to decrease our carbon footprint, no matter where we are.

Strategic Giving: Reducing Waste and Supporting Forest Communities

To reduce our paper waste, this year we implemented an option for our Fearless Leaders MasterClass clients to receive the course materials electronically. If they elect to do so, we donate the costs of the paper materials to the Rainforest Alliance, a nonprofit organization that is working to protect nature and improve the lives of farmers. At the end of this year, we will be reviewing this initiative to identify the total number of donations made and how much paper waste was diverted as a result. If successful, we look forward to seeing how we can scale it up to our other programs.

Total Work From Home Emissions



LOOKING FORWARD

GOALS FOR 2022 & BEYOND



THANK YOU FOR READING OUR FIRST IMPACT REPORT.

GET IN TOUCH:
HELLO@TRANSCENDCULTURE.CO
(844) 489-2680

SOCIAL

Track outcomes associated with charitable donation

Implement formal charitable giving policy

Scale up pro bono service offerings and criteria

GOVERNANCE

Complete 2022 B Corp recertification and improve score

Recruit and implement an advisory board



ENVIRONMENT

Complete 2022 GHG inventory for scopes 1, 2, and 3

Assess impacts of Rainforest Alliance initiative

Implement Home Office Environmental Stewardship Policy