

MAJOR PLAYERS

B Impact Report 2023



Certified



Corporation

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Leadership Letter:

Words from Joanne Lucy



Joanne Lucy,
Group Managing
Director

The last year has been hugely challenging with businesses continuing to be affected by global instability, political turmoil and economic turbulence. The latter has seen the highest inflation figures in over 40+ years, a cost-of-living crisis that has affected businesses and employees alike, and subsequent increased labour costs that businesses are struggling to compete with; all of which have softened demand in the recruitment market.

Yet, these series of difficult circumstances have not deterred us from using our business as a force for good and over the last year, we've worked tirelessly to progress our business and communities where we can.

Achieving B Corp certification in December 2022 was one of my proudest moments as a business leader, and a significant milestone for Major Players, demonstrating our efforts to date. However, this certification isn't the end of our journey, rather just the beginning, and we've continued to leverage the insights gained from the certification process and aim to increase our B Impact report by 3.1 to reach 85 points for when we recertify in 2025.

We are ending 2023 with cautious optimism for the year ahead – with the hiring market starting to normalise to pre-pandemic conditions and inflation being brought under control, we're already seeing some of the green shoots of recovery. Our Future of Work Report and Census 2024, will be available early next year, using our data and insights to allow businesses to inform their strategic decision making when hiring and retaining talent – and we remain agile and ready to adapt to ensure our people, communities and business thrive in the new age of work.

The global digital, marketing, product & creative talent agency

Major Players is a global talent agency committed to accelerating ambitions, building brands and creating instrumental partnerships.

From our office locations in London, Manchester, Amsterdam and Berlin (as part of the *Majar Group*), we have the reach, network and capability to help our clients accelerate their business ambitions.

Our consultative approach allows us to understand each business in meticulous detail, ensuring we tailor our hiring solutions to fit with their ambitions across permanent, freelance and senior appointments.



We have 14 verticals that we work within, covering the full breadth of the creative industries across digital, marketing, product and creative; but we ensure that our talent teams remain specialists in their areas.

Business Development & Partnerships

Client Services

Creative Services

Creative, Design & Studio

CRM, Data & Analytics

Digital & Creative Strategy

E-Commerce & Digital Marketing

Experiential & Events

Growth & Performance Marketing

Marketing, PR & Comms

Project Management & Production

Social, Content & Influencer

Strategy

Product & UI/UX Design

Being Authentically Different

At Major Players we strongly believe in being our true, authentic selves and owning our differences. We become more resilient and courageous when we embrace who we truly are and our lived experiences; and we use our vulnerability as a strength, empowering us to foster better connections and relationships with one another.

We whole heartedly believe that our people should be adding to our culture, not fitting into it; and we actively encourage an open, collaborative, and engaging environment that promotes diversity of thought and free thinking.

By talking about, and authentically celebrating our differences, we enrich those around us and our communities. Our journey of learning and discovery is infinite, and we are committed to continuing to learn, progress and champion one another.



Our **core values** that drive our talent teams

Our values are a big part of what makes us, us. We strongly believe the more unified we are, the more we can foster better connections with one another; challenging each other and progressing in the best possible way.

Our values have been curated through collaboration within our business, ensuring that they reflect who we truly are and how we behave. We live them by operationalising them in every aspect our work through weekly catch-ups, as part of our onboarding for new colleagues, in our personal development journeys, and they form part of our decision making when partnering with candidates and clients.



LOVE

We lead with love in everything we do – whether it's our people, communities, industries, or the planet; it is the foundation on which we form meaningful relationships.



AUTHENTICITY

We bring our true, authentic selves to work, owning and celebrating our differences; it allows us to enrich those around us and form better relationships.



BRAVERY

We act with bravery, making decisions that are challenging but courageous; ensuring we remain a leader within our space, continuing to progress our people and our business.



AMBITION

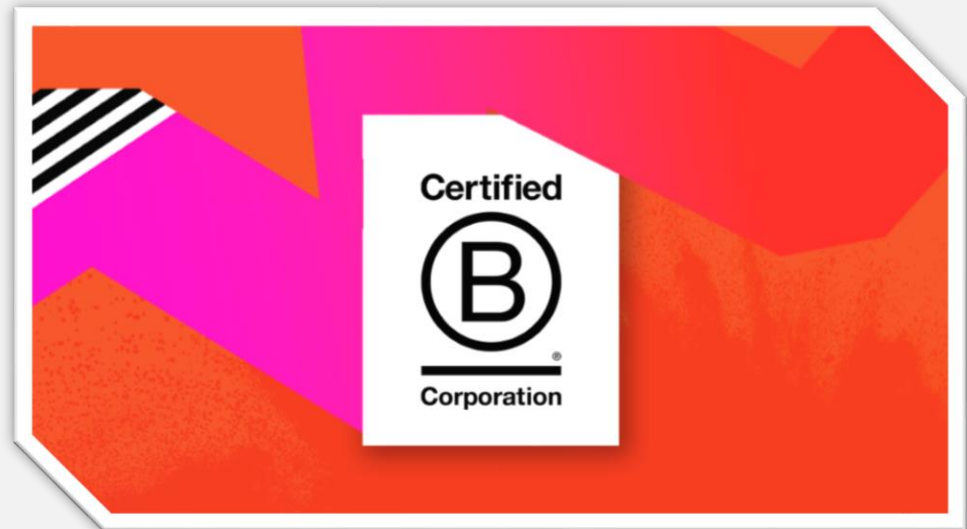
We use our ambition to hold ourselves and others to account, maintaining high standards and driving exceptional performance across the company.

Our journey to B Corp

Since our inception in 1993, we have always valued our people and championed our communities, alongside a desire to build a sustainable business.

We started our B Corp journey in 2021, as the values previously mentioned, perfectly aligned with the B Corp agenda. There were also so many businesses that we admired including the likes of Patagonia, Innocent, Aesop, The Body Shop and Abel & Cole, who had all become B Corps over the years.

Working through the five-part framework gave us a clear starting point to assess our current performance and highlight areas where we could make improvements. We ultimately chose to become a B Corp to commit to building a business that puts people, communities and the planet alongside profit – and to be proud of where we work.



B Impact Assessment

We are proud that we achieved an assessment score that is 31 points above the median score for ordinary businesses who complete the assessment:

81.9

Our B Impact Assessment score when certified in 2022

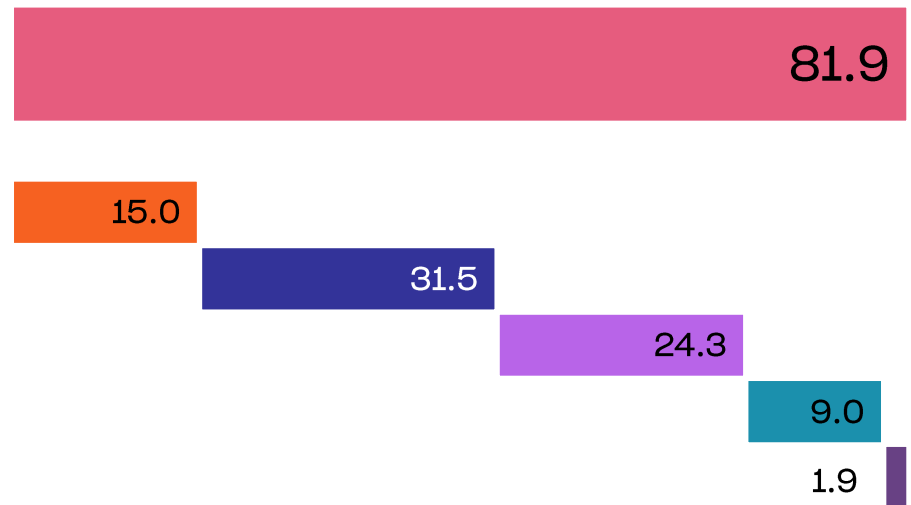
50.9

Median score for those who complete the assessment

85

Our goal for recertification in 2025

B IMPACT SCORE 2022



Overall	81.9
Governance	15.0
Workers	31.5
Community	24.3
Environment	9.0
Customers	1.9

Governance

The Governance Impact Area evaluates a company's overall mission, engagement around it's social and environmental impact, ethics and transparency.

WHAT DID WE SET OUT TO DO?

To ensure that the ethos and values of being a B Corp are incorporated into every aspect of our decision making. Our score was 15 out of a possible 25.



WHAT WE DID

- *Ethical Client Sectors*: we have identified and created qualify criteria to ensure that we work in sectors and for clients who align with our own values and belief systems.
- *Impact Report*: we have created this impact report outlining our social and environmental impacts.

GOALS FOR 2024

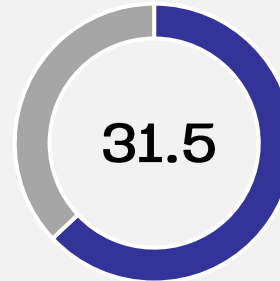
- Develop a revised code of ethics and roll out as part of our company-wide L&D programmes
- Publish a client disclosure report outlining the sectors that we service

Workers

The Workers Impact Area evaluates a company's contributions to its employee's financial security, health & safety, wellness, career development, and engagement & satisfaction.

WHAT DID WE SET OUT TO DO?

To continue to build a collaborative and engaging environment that encourages free thinking and personal growth – with a high achieving and inclusive culture we can be proud of. Our score was 31.5 out of a possible 50.



WHAT WE DID

- *Framework*: we developed a framework to ensure we provide our people with the right tools, environment and infrastructure needed to bring their best selves to work, covering: Work, Growth, Reward & Community.
- *Quarterly Engagement Surveys*: we ran four engagement surveys over the course of 2023. We averaged 3.7 out of 5.
- *Authentically Different*: with help from our Inclusion Champions, we developed our DE&I statement – a strong belief in being our true, authentic selves in the workplace, celebrating our differences
- *Financial Support*: we matched the governments cost-of-living energy bonus
- *Financial Planning & Wellbeing*: we rolled out Maji for all of our staff – offering financial management & coaching.

GOALS FOR 2024

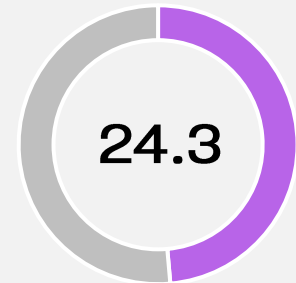
- Develop a robust L&D programme for all members of staff including life skill training
- Continue to evolve benefits for all workers
- Re-formalisation and distribution of our employee handbook
- Explore supplementary health & wellness support for all workers

Community

The Community Impact Area evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from. Topics include DE&I, economic impact, civic engagement, charitable giving, and supply chain management.

WHAT DID WE SET OUT TO DO?

To positively impact diversity, equity, and inclusion within the industries that we service, making a more equitable society for all. Our score was 24.3 out of a possible 50.



WHAT WE DID

- *Community Engagement:* this year we've support our eco-system of partnerships through investment and involvement in; Creative Equals Disabled Creatives Programme; Blooms Exchange Programme – reverse mentoring for C-Suite Men; Outvertising LIVE; 20/20 Levels I am Change Programme; and Hobbs Consultancy: Masculinity In The Workplace.
- *Data & Insights:* we have continued to collect and highlight DE&I data across the creative industries through our Census 2023 with recommendations for positive progress
- *Job Adverts & Accessibility:* we ensure our DE&I statement is on every job advert and we introduced a gender-neutral language tool to make sure we are as inclusive as possible. We have also added Userway – an accessibility tool to our website.
- *Charity Partner:* we formulated a partnership with MIND, our charity partner for 2023/4.

GOALS FOR 2024

- Continue investment with our community partners
- Introduction of CSR days with core charity partners
- To produce our annual Census with DE&I data including representation & pay gaps

Environment

The Environment Impact Area evaluates a company's overall environmental management practices as well as its impact on air, climate, water, land and biodiversity. This includes the direct impact of a company's operations, and where applicable, its supply chain and distribution channels.

WHAT DID WE SET OUT TO DO?

To identify what areas we could positively impact the environment and planet. Our score was 9 out of a possible 20.

WHAT WE DID

- *Carbon Offsetting:* we partnered with Ecologi to work towards becoming a climate positive workforce. In 2023, we've planted over 6,500 trees, supported 10 projects globally, and offset half of all our people's carbon emission – avoiding 243 tonnes of CO₂e so far.
- *Suppliers:* we have developed a preferred supplier list of climate friendly or climate positive businesses – this is in place across our business including office supplies, IT equipment, marketing collateral etc.
- *Office:* we have continued to work with our landlord to identify sustainable improvements within our existing office space including light, water and heating efficiencies



GOALS FOR 2024

- Define reduction targets for energy consumption
- Continue to working towards becoming a climate positive workforce
- Work with Green Small Business to create an Environmental Action Plan
- To plant an additional 10,000+ trees through placement and data activations
- Work towards becoming a paperless office

Customers

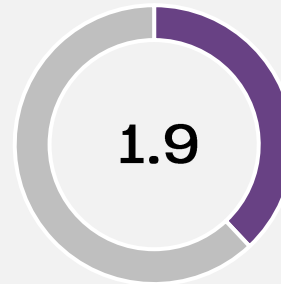
The Customer Impact Area evaluates a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels.

WHAT DID WE SET OUT TO DO?

To deliver a high-quality service to our customers, helping them accelerate their career and business growth ambitions. We incorporate our B Corp ethos into our everyday working practices where we can. Our score was 1.9 out of 5.

WHAT WE DID

- *Team Structures:* we have implemented a commercial team across our business to ensure that our clients have a focal point for their account management
- *Data:* we have updated our data and privacy policy and have gone through a process of cleansing our data ensuring that our databases are as up to date as possible and providing our audiences the opportunity to opt out where appropriate.



GOALS FOR 2024

- Set specific targets around customer satisfaction
- Develop our NPS and ensure it's an effective way of tracking customer satisfaction
- Introduce a programme to incorporate customer feedback into service development (where appropriate)

Our Final Say

While the last year has been hugely challenging, the previously aforementioned set of circumstances, have not deterred us from using our business as a force for good and over the last year, we've worked tirelessly to progress our business and communities where we can. We've loved being apart of the B Corp community over the last 12 months, and we are excited to continue to be part of a movement which is redefining business success.

Action Plan 2024

GOVERNANCE

- Develop a revised code of ethics and roll out as part of our company-wide L&D programmes
- Publish a client disclosure report outlining the sectors that we service

WORKERS

- Develop a robust L&D programme for all members of staff including life skill training
- Continue to evolve benefits for all workers
- Re-formalisation and distribution of our employee handbook
- Explore supplementary health & wellness support for all workers

COMMUNITY

- Continue investment with our community partners
- Introduction of CSR days with core charity partners
- To produce our annual Census with DE&I data including representation & pay gaps

ENVIRONMENT

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CUSTOMERS

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Shaping the future of work Through our brands

Major Players are part of the Majar Group, comprising of five market specialists that enable our audiences a full-service approach.

For the last 50+ years, our brands have championed their communities and people, with a desire to build more inclusive workplaces, industries and societies. Through tailored ESG strategies, each brand invests in tackling the challenges of tomorrow by empowering those around us to create a more equitable world.

Through our complimentary group of brands, we deliver diverse talent solutions, digital transformation, and growth strategies with a global reach. With offices in London, Manchester, Amsterdam, and Berlin, we have the capacity to deliver committed and scalable cross-functional solutions to ambitious businesses and individuals.

For more information visit:
www.majargroup.com.

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For further information please visit:
www.majorplayers.co.uk/b-corp.

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