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Certified



Corporation

Impact

2024 Report

Empowering People
Building Culture

Leadership Letter

At Reverb, running a business is about much more than being profitable. It's about creating a safe and inclusive environment where people can do their best work. It's about scoping jobs so that people can enjoy their time both in and outside of work. Every organization has the opportunity to give back to the people in its community. Making a positive impact is our second bottom line, in addition to profitability. Impact is not limited to donations but includes volunteering, supporting local nonprofits, and using our voice to speak up on behalf of those in need.

Our Mission

Reverb helps growing companies create healthy, inclusive cultures that scale. We donate a portion of our annual profits to ensure a better future for underserved populations.

Reverb Social Impact Scorecard

Reverb recognizes that what we do and the choices we make impact all our stakeholders. It is our goal to solicit feedback and input when making business decisions and gauging our social and environmental performance.

Our overall 2024 score is 4.52

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	Target	2024 Score
Employee Satisfaction (eNPS)	5	5
DEIB progress	5	4
Meet or exceed living wages	5	5
Flexible family friendly policies	5	5
Health and wellness access and support	5	3

People

	Target	2024 Score
Client Satisfaction (NPS)	5	5
Creating healthy inclusive cultures through services	5	5

Customers

	Target	2024 Score
Charitable giving	5	5
Nonprofit support and discount	5	5
Public support of and participation in social issues	5	4
Supplier screening	5	5
Solutions in response to social or current issues	5	3

Community

	Target	2024 Score
Monitoring social impact	5	5
Support of internal management and good governance	5	5
Time held for strategy and decision making	5	5
Transparency	5	5

Governance

	Target	2024 Score
Environmental impact assessed for work with clients	5	3.5
Advocacy for virtual office stewardship	5	3.5

Environment

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Empowering People, Building Culture

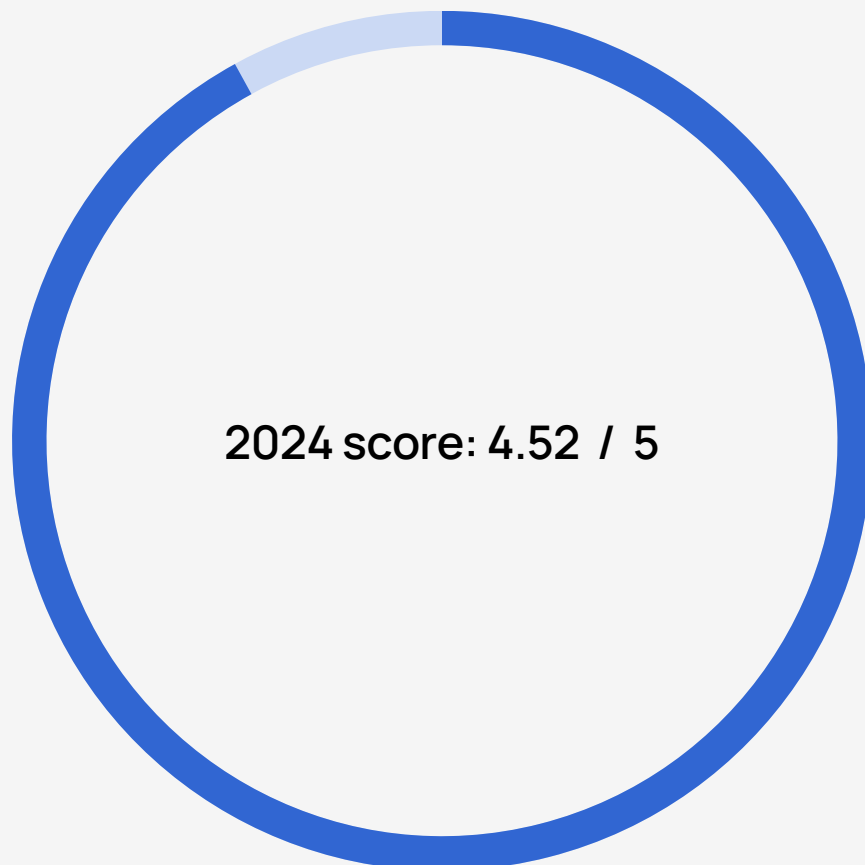
You can click any of these headers throughout the report to jump to another topic.



People

Goal:

Create a human-centric work environment.



1. Employee Satisfaction (eNPS)



- We perform an employee satisfaction survey annually and measure our Employee Net Promoter Score (eNPS). Our goal is to have a score of 70+.
- Our 2024 eNPS was 90. This represents a 7 point increase from 2023.
- This annual engagement survey includes a series of questions that allow us to understand employee satisfaction and actions we can take to create a human-centric work environment. The feedback provided in this survey is used to create an action plan of improvements that are provided back to stakeholders with status and updates throughout the year. Our action plan in 2024 included focusing on the following themes:
 - Providing more work opportunities for our consultants with regular updates on the status of the pipeline and consulting opportunities.
 - Providing more opportunities for professional development, including training sessions, workshops, and skill expansion. Reminding the team of our commitment to provide six hours of paid professional development per year.
 - Improving access to our resources and tools to improve how consultants can support their clients.
 - Improving connection opportunities with team members through enhanced staff buddy program, team check-in calls, and volunteer opportunities.



2. Internal DEIB Focus



- We strive to keep making progress toward diversity, equity, inclusion, and belonging internally at Reverb and externally through our products and services.
- The ways we did this in 2024 include:
 - Performing an annual pay equity review of all team member compensation through an unbiased 3rd party.
 - Team development through our commitment to providing training opportunities on topics related to DEIB, one or more times per year. In 2024, we engaged with Banister Advisors to host a session: Walking on Eggshells: Working, Living & Connecting In Challenging Times.
- Our work continued in this area in 2024, but we are focused on doing more in 2025 to meet this goal, including:
 - A goal of 70% participation in Reverb-hosted DEIB sessions from our team members.
 - Ensuring a feedback loop is in place. Our goal is to receive positive feedback from the majority of participants in post-session surveys.





3. Flexible Family Friendly Policies



- Our employees were surveyed in 2024, and 87% of respondents agreed that we provided flexible, family-friendly policies.
- We review our policies annually to ensure we are continuing to create flexible and family-friendly policies. A few policies we highlight include:
 - Providing an inclusive new parent leave policy that provides the same leave to any new parent regardless of birthing status.
 - Providing remote and flexible work hours to allow employees to manage their personal and professional lives.
 - Flex Friday and summer Fridays. In addition to meeting-free Fridays, we observe what we call Summer Fridays and Flex Fridays. Between Memorial Day and Labor Day, staff are encouraged to take Fridays off.

4. Health and Wellness Access and Support



- Our goal is for our employees to feel or see a noticeable improvement in their health or wellness due to Reverb's wellness tips, reminders, and other flex benefits, such as working remotely.
- We began measuring this in our 2024 engagement survey, where 68% of respondents agreed that our wellness tips and benefits have contributed to noticeable improvements.
- Our goal for 2025 is to improve our percentage to 75%. Some of the ways we are doing this include:
 - Implementing a new lifestyle spending account for all employees that provides flexibility in using funds for wellness spending customized to their needs.
 - Encouraging employees to use their annual life skills training budget.
 - Continue to sponsor 80%+ of employee medical premiums despite a tough economy for small businesses like ours.



Customers

Goal:

Create healthy, inclusive cultures through our work with clients and ensure a positive experience.

2024 score: 5 / 5

1. Client Satisfaction (NPS)



- We care deeply about meeting the needs of each and every Reverb client. We use a variety of methods to check in with clients early and often and measure their satisfaction with the services provided.
- At the end of each engagement, we survey our clients to gather our Net Promoter Score (NPS) which is a globally recognized and core measurement for customer experience.

2024 NPS: 84. Reverb's target is to remain in the top quartile (72+ or higher) for customer satisfaction benchmarked for our industry each year. Reverb has maintained an NPS above 80 since beginning tracking the metric more than 5 years ago.

2. Creating Healthy, Inclusive Cultures Through Services

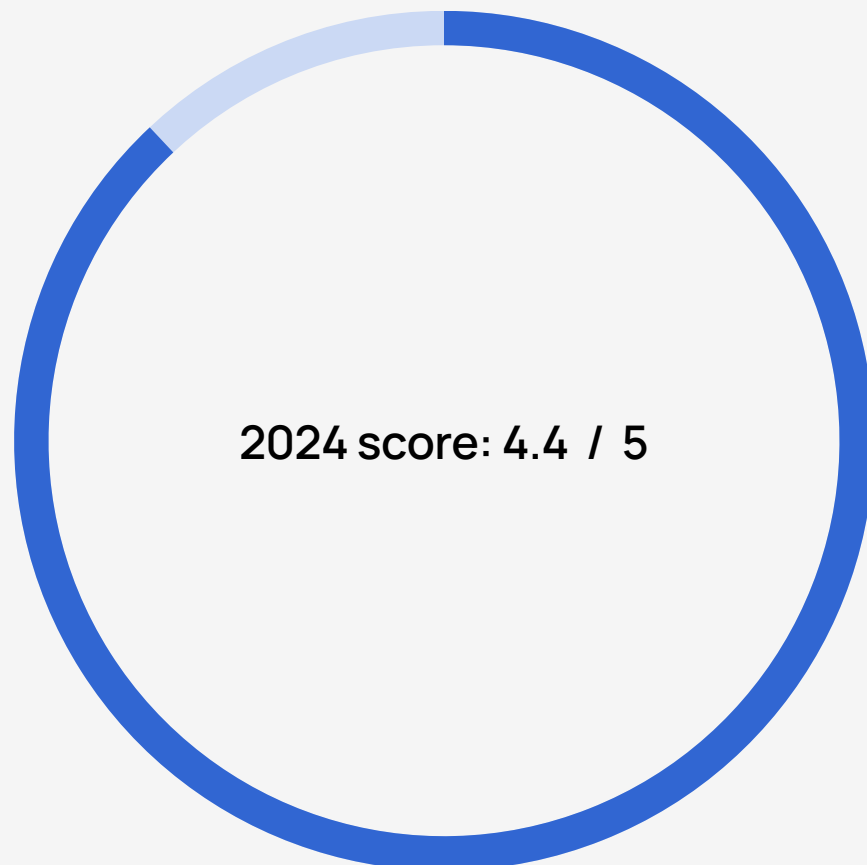


- When working with our customers, we recommend the use of equitable policies and practices. This is part of our commitment to DEIB practices both internally, but also in influencing these practices externally with our customers.
- At the end of every engagement, we survey our customers to understand if our work helped them to become more equitable and inclusive in their people practices. 86% of our customers agreed that our work supported them in this effort. Our annual goal is to be at 80% or better.
- With the ever-changing landscape around DEIB, our team has a focused operational priority on staying up to date and ensuring our team and customers know how to continue to implement inclusive practices in a way that is accessible and compliant.

Community

Goal:

Support underserved populations through our work with purpose-driven enterprises and community involvement.



1. Charitable Giving



- Since our founding, Reverb has committed 1% of all our profits to designated local nonprofits. In 2024, our team selected to donate the profits to local nonprofits focused on food and housing insecurity. Reverb donated \$7,000 to four local nonprofits: Ballard Food Bank, White Center Food Bank, Youthcare, and Treehouse.
- Reverb also has an employee donation matching program and gives to nonprofits in need throughout the year. In 2024, we donated over \$3,000 to 24 nonprofits through our employee match and donations to causes like the California wildfires, earthquake relief in Taiwan, families of the Baltimore bridge collapse, mass kidnappings in Nigeria, to UNICEF to help families through the crisis in Haiti, and to organizations supporting the Middle East providing food relief in conflict zones.

\$10,000+ donated to **24** nonprofits

2. Nonprofit Support and Discount



- Another way we support our local community is through a 5% discount (or more) that we automatically give to all nonprofits in need of our services. In 2024 discounts amounted to \$344,170.88 in free services to our nonprofit clients.
- Our team is also committed to supporting nonprofits through our volunteer activities. In 2024, our team volunteered at Ballard Food Bank, White Center Food Bank and Project Helping over the course of the year. The food banks used our extra sets of hands during their grocery shopping distribution days.

3. Public Support of and Participation in Social Issues



- As an organization, our support of the community goes beyond financial support with our advocacy around important social issues. We see this as part of our mission to create healthy, inclusive cultures that scale. Our advocacy is done through a few methods including our monthly newsletter, podcast, and social posts from our founder. Issues we focused on in 2024 include but aren't limited to:
 - Menopause in the workplace
 - Trauma-informed HR
 - Identity months such as Black History, Pride, AAPI, and disability awareness.
 - Supporting employees through election anxiety in partnership with Banister Advisors.



We welcome
and embrace
all identities
not rooted in
harm or
oppression.



4. Solutions in Response to Social or Current Issues



- In 2025, our advocacy will remain centered on these critical issues, with a renewed focus on fostering workplace inclusion amid recent challenges to DEIB efforts. We are also committed to offering practical solutions that help our clients sustain their dedication to building healthy, inclusive cultures while staying in compliance with evolving regulations and restrictions.



Food Insecurity



Natural Disaster Relief



Education



Social Welfare

Governance

Goal:

Build inclusive company cultures and drive social impact through transparent, ethical, and sustainable business decisions.

2024 score: 5 / 5

1. Transparency



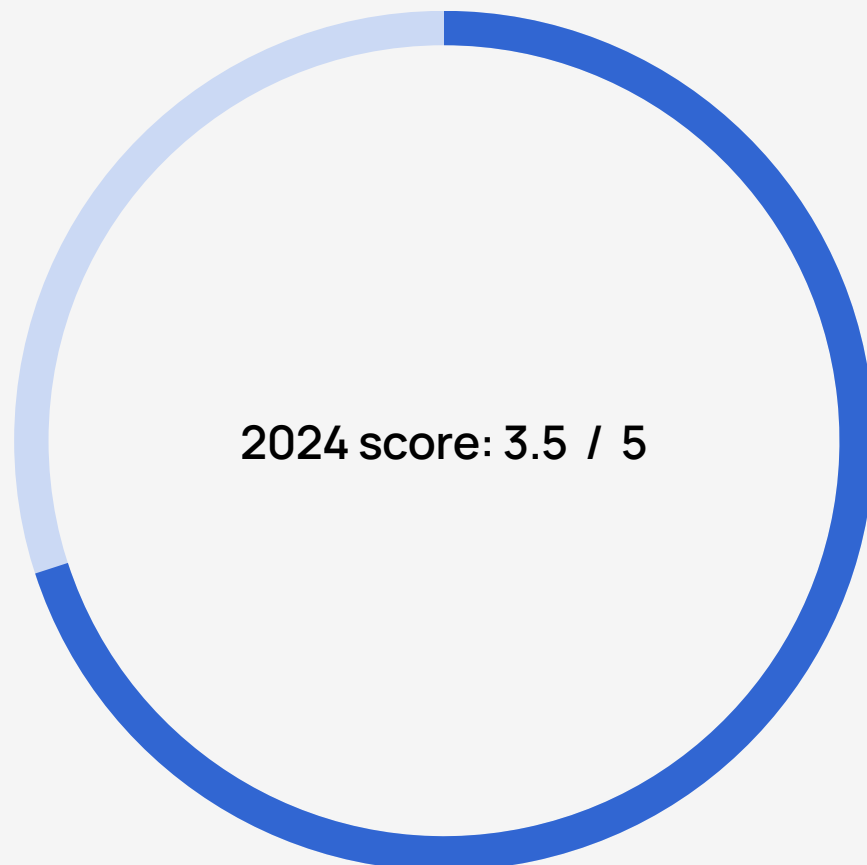
- Reverb considers transparency with our stakeholders (employees, clients, and partners) to be an important part of our operations.
 - Employees - we provide financial transparency quarterly in our internal newsletter. We also share our annual goals and targets and keep employees updated on our progress toward goals.
 - Clients and Partners- annually we share a recap of our giving with our external newsletter and on social media. In addition, we keep our impact page on our website updated with details about the beneficial ownership of the company, and our social commitments and performance.



Environment

Goal:

Maintain a minimal carbon footprint and find ways to do our part in environmental stewardship.*

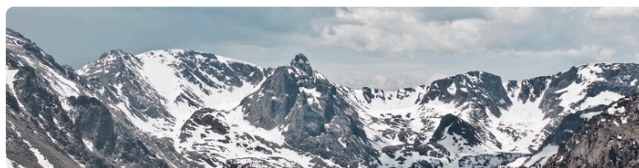
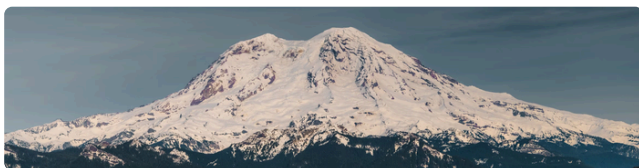


*Reverb is a fully remote services business with no tangible goods or products.

1. Environmental Impact Assessed for Work with Clients



- Beginning in 2024, Reverb adopted a travel/commuting policy to reduce our carbon emissions and offset any carbon emissions from required business travel.
- We've begun to assess the potential negative environmental impacts of working with prospective clients and projects and take necessary mitigation actions for those.
- We measured our carbon emissions from travel/commuting across team members and client projects in 2023 and 2024 and found that our emissions were 9mt in 2023 and 2024.
- Our goal is to keep our emissions at the same or lower each year, however with clients doing more return to office policies our team is also being asked to commute more. We will keep our focus on lowering our emissions and purchasing carbon offsets that fund projects across North America and the world that reduce and remove greenhouse gases from the atmosphere.



2. Advocacy for Virtual Office Stewardship



- We encourage team members to manage their home offices in the most sustainable way possible with resources around paper, purchasing, recycling, traveling, and reducing energy usage.
- This policy is also in our handbook, sent as a reminder in our monthly internal team newsletter, and posted on our internal site for employees to reference at any time. The policy contains direct links to vetted vendors or suppliers for particular office-related items.

Need support?

We're here for you.

Let's start the conversation



WHAT WE DO



We work with fast growing startups and nonprofits providing fractional, interim, and project support. Our team is there to empower your employees, advise leaders, and fill HR gaps.



Build inclusive, engaged teams through hands-on workshops that give people managers practical tools they can apply immediately.



Support your development through personalized one-on-one or team coaching. We give leaders tools to support growth and reach business goals.

GeekWire

TOM
BOY X

Remitly

crisis
connections
support • resources • training

Wizards

Sana
Biotechnology

Modern
Hydrogen

BUNGIE

Flexe

RECOGNITIONS AND AWARDS



Net Promoter Score: 80+ since the start

PSBJ Fastest Growing Privately Held Companies list for 5 years

SHRM When Work Works award

Stevie Award for Innovative Leadership Development

REVERB AT A GLANCE



100% Female Owned WBENC

Consultants have both startup and big company experience

Founded in 2015

Over 500 clients served