

2021 Impact Report: Our Why

Our **purpose** is to help North Carolina thrive by facilitating game-changing organization and people solutions.

Our **vision** is a region where:

- Businesses grow because of skilled, engaged talent and a regional and business environment that supports innovation
- Differences are respected, welcomed, and valued
- People with different backgrounds and experiences have opportunities to participate in the region's growth
- Regional growth is thoughtfully conceived and executed
- Communities are strong and supportive

Founded in fall of 2016, we are **committed** to helping our region be a place where innovation and new ideas flourish, kindness is valued, and opportunities to participate in the region's growth are extended to everyone.

We help employers by creating productive and innovative organizations that can achieve growth and impact and provide people with employment opportunities.

We help employees by implementing equitable processes and building work environments where people can learn, grow, contribute fully, and live their best life.

We help communities by supporting programs through financial contributions and pro bono consulting that:

- Enhance education opportunities for underrepresented groups
- Promote dialogue, understanding, and appreciation of our differences
- Help women stay in or re-enter the workforce
- Strengthen regional arts, cultural, and creative industries
- Support entrepreneurial and business ownership opportunities for underrepresented groups

We **support** these causes because we believe they influence the following regional outcomes:

- Increased innovation
- Increased economic mobility
- Decreased poverty
- Happier, healthier people and communities



Learn more at
www.paradoxcp.com





Impact Metrics

Client

We measure impact on our clients by their increased ability for growth and impact and their ability to operate more equitably.

- 90% Percent of Clients Agreed or Strongly Agreed Paradox increased productivity of organization
- 66% Percent of Clients Agreed or Strongly Agreed Paradox helped their organization operate more equitably
- Net Promoter Score (NPS): 100%

Employee

We measure impact on our employees by the local employment opportunities we provide. In 2022, we plan to add measurement around company values and employee success.

- 2 New Hires
- 50% of New Hires from North Carolina

Community

We measure impact on our community by the percent of revenue we donate to local organizations, as well as supplier representation. In 2022, we plan to add measurement for volunteer hours.

- 10% of 2021 revenue donated to nonprofit organizations in our community:

Wake Education Partnership
Helius Foundation
NC Arts in Action
ReCity Network
Family Forward NC
Cary Ballet Company
Durham Success Summit
LatinxED

- 64% of expenses spent with North Carolina suppliers

Environment

We measure impact on our environment by our carbon footprint.

- 100% carbon neutral based on measuring and offsetting carbon released from utilities, computers, and travel

2021





Impact Goals

Client.

- 100% Percent of Clients Agree or Strongly Agree Paradox achieved client objectives for the work
- 80% Percent of Clients Agree or Strongly Agree Paradox helped their organization operate more equitably
- NPS: 95%

Employee

- 2 New Hires
- 75% of New Hires from North Carolina
- 100% of employees believe Paradox is living its values
- 100% of employees feel Paradox is helping them reach their own measures of success

Community

- At least 5% of revenue donated to nonprofit organizations in our community
- 80% of expenses spent with independent, local North Carolina suppliers
- 50% of expenses spent with underrepresented suppliers
- 100% of employees complete volunteer hours in their community
- In aggregate, Paradox contributes at least 100 volunteer hours in our communities

Environment

- 100% carbon neutral

2022



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Our Values

Kindness & Strength: Kindness matters and is a character strength, not a weakness. Kindness is powerful when combined with high expectations and standards for ourselves and others.

Humility & Boldness: Everyone sees through their own lens of experience, personality, and knowledge. These diverse perspectives are necessary for minimizing blind spots and uncovering great ideas. We only learn from one another by voicing our thoughts and speaking the truth.

Thinking & Doing: We must act thoughtfully to create positive impact. Thinking without doing is futile, and doing without thinking is dangerous. Sometimes we need to just stop doing and think, and sometimes we need to just stop thinking and do.

Gratitude & Owning It: Our achievements are due to the opportunities given to us by others. It is our responsibility to grasp those opportunities, turn them into impact through our own effort and persistence, and create opportunities for others.

Individual Success & Community: Positive change occurs through the collective actions of individual people. Everyone needs opportunities to develop, grow, and achieve. Operating in the collective best interest includes facilitating these opportunities and celebrating individual achievement.



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