



PARADOX CONSULTING
PARTNERS

2022-2023 IMPACT REPORT

www.paradoxcp.com

Our Why

Paradox Consulting Partners is a management consulting company that aligns talent strategy with business strategy to create high-performing, great places for all to work.

Paradox was founded in 2016 in the Research Triangle area of North Carolina. Our purpose is to help the Triangle thrive by facilitating game-changing organization and people solutions.

We are committed to positively impacting our local region through our consulting work, our employee programs, our community giving, and our environmental initiatives. To solidify this commitment, Paradox became a Certified B Corporation in 2019. Certified B Corporations are companies that meet high standards of social and environmental performance, accountability, and transparency and are committed to measurement and continuous improvement. We recertified as a Certified B Corporation in 2023 with a B Impact Score of 101.8.

This report shares our 2022 and 2023 impact in the areas of Clients, Community, People, and Environment, along with our goals for increased impact and continuous improvement in 2024 and beyond.



Our Clients

We help our clients operate both more productively and more equitably, which increases organization performance and creates a workplace where people want to work and can contribute fully. We measure impact on our clients by the organization's increased ability to reach their performance goals (e.g., growth and impact) and to operate more equitably. We describe equitable operations as structures, processes, and systems that contribute to more equitable outcomes and opportunities for all people to participate, contribute, grow, and achieve.

2022 Client Survey Results

100%

of respondents agree or strongly agree Paradox achieved client objectives for the work.

100%

of respondents strongly agree that their organization is better equipped to reach their goals for growth and impact as a result of our work.

100%

of respondents agree or strongly agree Paradox helped their organization operate more equitably.

2023 Client Survey Results

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100%

of respondents agree or strongly agree Paradox helped their organization operate more equitably.

Net Promoter Score in 2022 and 2023 = 100%.

100% means ALL clients would recommend Paradox to friends and colleagues.

Our People

We measure impact on our people by the local employment opportunities we provide, the learning and growth opportunities received, and how much working at Paradox helps our team achieve the goals they have for themselves.



2022 Metrics

2 NEW HIRES

75%

of new hires from North Carolina

100%

of team members believe Paradox is living its values

2023 Metrics

1 NEW HIRE

100%

of new hires from North Carolina

100%

of team members believe Paradox is living its values

Environment

100%
of carbon offset for 2022

100%
of carbon offset for 2023

Paradox measures its carbon footprint including travel, technology, meeting space, and energy estimates for our virtual offices. We purchase carbon offsets annually from NC Greenpower, who invests our purchase in local projects that mitigate carbon dioxide or carbon dioxide equivalents.

Community Impact

At Paradox, our purpose is to help the Triangle thrive by changing the game. This extends past our clients to our community. We want to change the game so that opportunities to fully participate in and contribute to the Triangle region's growth are extended to everyone.

When we think about a thriving region, we envision a place – both within our businesses and within our communities - where:

- **People and citizens are engaged**
- **Differences are welcomed, respected, and valued**
- **Creativity and innovation is supported**
- **People have equitable access to career and business opportunity & growth**

To support this vision, we purchase products and services from other underrepresented businesses and we donate both time and treasure to nonprofit organizations in our community.

Supplier Spend

In 2022, 79% of our supplier spend was directed to local, independent businesses. 54% of our spend was directed to local, independent businesses who were majority owned by individuals from underrepresented groups (e.g., people who identify as women, underrepresented races or ethnicities, veterans, people with disabilities, and/or LGBTQ+).

In 2023, 86% of our supplier spend was directed to local, independent businesses. 69% of our spend was directed to local, independent businesses who were majority owned by individuals from underrepresented groups (e.g., people who identify as women, underrepresented races or ethnicities, veterans, people with disabilities, and/or LGBTQ+).

Community Giving

We focus our community giving and pro bono volunteer work on nonprofit organizations working in five philanthropic areas:

- Enhancing education opportunities for underrepresented groups
- Promoting dialogue, understanding, and appreciation of our differences
- Helping women stay in or re-enter the workforce
- Strengthening regional arts, cultural, and creative industries
- Supporting entrepreneurial and business ownership opportunities for underrepresented groups

We support these causes because they increase innovation, reduce poverty, and expand economic mobility. Since our founding, Paradox has committed to donate at least five percent of revenue annually to organizations working in these focus areas in the Triangle region.

6.3%

of annual revenue donated to local nonprofit organizations in 2022

3.4%

of revenue donated to local nonprofit organizations in 2023

In 2022

the Paradox team gave

143

volunteer hours

In 2023

the Paradox team gave

116

volunteer hours

In addition to financial contributions, Paradox volunteers time in our community through board service, pro bono consulting projects, and community service projects.

Nonprofit organizations that Paradox supported through financial contributions or pro bono consulting in 2022 and 2023 are listed below. Please check out and support their work.

- Cary Ballet Company
- Durham Success Summit
- Family Forward NC, initiative of NC Early Childhood Foundation
- Helius (now Echo)
- LatinxED
- NC Arts in Action
- North Carolina Council on Economic Education
- North Carolina Symphony
- Wake Education Partnership

Our Values

Kindness & Responsibility

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

Humility & Boldness

Every person's experience, personality, and knowledge create a unique lens. 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 misses opportunity. 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 pay it forward.

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.

Impact Dashboard

Metric	2022 Actual	2023 Goal	2023 Actual	2024 Goal
CLIENT				
Achieved project objectives	100%	100%	100%	100%
Equipped to achieve performance goals	100%	N/A ¹	100%	90%
Operate more equitably	100%	80%	100%	80%
NPS	100%	95%	100%	95%
PEOPLE				
Paradox new hires	2	2	1	1
Paradox local hires	75%	75%	100%	100%
Company living values	100%	100%	100%	100%
Helping reach own measures of success	N/A ²	N/A ²	N/A ²	100%
Opportunities to learn and grow	N/A ²	N/A ²	N/A ²	100%

Impact Dashboard Continued

Metric	2022 Actual	2023 Goal	2023 Actual	2024 Goal
ENVIRONMENT				
Carbon offset	100%	100%	100%	100%
COMMUNITY				
Independent, local supplier spend	79%	80%	86%	80%
Underrepresented owner supplier spend	54%	50%	69%	60%
Team volunteering	100%	100%	66%	100%
Volunteer hours	143	100	116	150
Revenue donated locally	6.3%	5%	3.4%	5%

¹ Goal not set for 2023.

² Metrics not tracked in 2022 and 2023. New metrics for 2024.



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