

# CORPORATE SOCIAL RESPONSIBILITY REPORT (CSR) 2019



Lisa Hufford, Founder and CEO of Simplicity Consulting, Inc. has earned recognition as an Ernst & Young Entrepreneurial Winning Woman and was featured in the Daring Woman series. In addition, she is a successful author of two books, “Be You: Five Steps to Ignite your Personal Brand” and “Navigating the Talent Shift.”

Her mission is to help everyone thrive in the new world of work. In executing this mission, her emphasis is based on:



Cultivate Strategic relationships



Evangelize & thought leadership



Leadership & Team Health

## Organizational Profile

- Official Name: Simplicity Consulting, Incorporated
- Location: Kirkland, WA
- Ownership: 100% female-owned
- Markets Served: Primarily Seattle, WA and surrounding areas
- Memberships in associations: Young Professionals Organization (YPO International), WBENC

Simplicity Consulting uses the Global Reporting Initiative (GRI) as a guideline for our sustainability reporting. Our Corporate Social Responsibility (CSR) is based on cultivating strategic relationships, evangelize and thought leadership, as well as team health. Lisa's strong sense of social responsibility guides our efforts to help people now and in future generations achieve their personal potential with peace of mind.

Our mission is clear: Inspire human progress through the opportunities, personal growth, and supportive culture. We embrace those words and the values behind them in all that we do. Our employees are at the heart of our efforts – extending their impact beyond the workplace and deep into our communities.

## Cultivate Strategic Relationships

Simplicity strives to create healthy business relationships promoting fairness, competition, and trust. We value mutual understanding while working closely with our partners to create economic environments that benefit everyone. We train our staff to cultivate healthy and growing business relationships through honesty and shared ethical values. We expect our partners to abide in an ethical and legal manner.

**Relationship with Customers.** Simplicity puts forth maximum efforts to develop high quality solutions and services to ensure our customers are impressed and satisfied. We pride ourselves on providing our clients with expert consultants that meet their needs. We understand the importance of consumer protection, we adhere to laws and regulations relating to it. We take legitimate and appropriate measures when we obtain confidential business information from our customers; we will use and protect it appropriately. Simplicity respects intellectual property rights owned by others and will follow legitimate means when we need access to other's intellectual property.

**Relationship with Business Partners.** Simplicity engages its business partners in a fair and trusting manner. We will not engage in unfair dealings with our suppliers and customers. Simplicity prohibits any "employee" from abusing his/her position by accepting entertainment, money and goods, or any other tangible/intangible benefits from business partners, etc., or accepting personal compensation or commissions in relation to the business.

**Relationship with Competitors.** Simplicity will not engage in unreasonable restrictions of competition and/or unfair practices. We will not knowingly injure the reputation of the products and/or services of other companies nor use false or deceptive forms of comparison in advertisements. Simplicity respects intellectual property rights owned by others and will follow legitimate means when we need access to other's intellectual property. We take legitimate and appropriate measures when we obtain confidential business information from our competitors; we will use and protect it appropriately.

**Anti-Bribery and Anti-Corruption** We take a zero-tolerance approach to bribery and corruption and are committed to acting professionally, fairly, and with integrity in all business dealings and relationships. Simplicity will uphold all laws relevant to countering bribery and corruption in all jurisdictions in which we conduct business.

Simplicity's risk assessment includes identifying areas where corruption is possible. A non-exhaustive list of specific examples includes financial documentation and daily processing in headquarters as well as general gift-giving in both aspects of internal and external relationships. These risks are managed by frequent review of all journal entries, separation of duties within headquarters, and active awareness regarding gifts.

## Evangelize & Thought Leadership

**Community Commitment.** Simplicity and its employees directly support the community that we live and work in. The Simplicity Team has donated over 11 hours and nearly \$7k in 2018 to support community programs and public service organizations. Here are some programs that we directly support:

- *Bellevue LifeSpring:* Build hygiene kits for women and snack packs for kids plus adopting 5-10 families for the holidays. We donate annually to Bellevue LifeSpring for their adopt-a-family program. In 2018, we donated \$5k.
- *Hopelink's Annual Turkey Trot:* to help support programs that help thousands of neighbors throughout winter months





- *UW Bothell Business School:* sponsored annual fundraising event and donated time for mentoring event. In addition, Lisa serves as a board member.
  - *Puget Sound Business Journal:* donated time for mentoring event
- Eastside Baby Corner: helped sort baby clothes
- *Women in Cloud Summit:* sponsor & support women in tech initiative
- *Female Founders Alliance:* Funded dedicated marketing resource for 2019 to help grow brand awareness and establish their marketing program
- *Year Up:* donated time for mentorship event

**Planetary Commitment.** Our mission and commitment to our planet is simple, everyone is empowered to do their part. We challenge our employees to look at their impact and consider how small changes have big impacts. Simplicity complies with all applicable environmental laws and regulations, including but not limited to laws and regulations that regulate hazardous materials, air and water emissions, and wastes.

**Your Carbon Footprint.** Simple choices can lead to big savings. Simplicity shares office space under a collective arrangement with other organizations eliminating the need for redundant offices with redundant systems. Co-shared space creates efficiencies by leveraging underutilized spaces with shared resources.

**Ditch Single Use Products.** Simplicity is mindful regarding its use of single use products in the office. We provide filtered water, glasses and mugs to reduce the need for bottled water. We also reduce the need for file folders & related office supplies by storing documents electronically.

**Sustainable Purchases.** We look at all purchases to maximize product lifecycle; this is especially important when we purchase multiple products for our entire team. We make sound business decisions that resist the upgrade cycle unless it is a necessity.

**Recycle.** We strive to Reduce, Reuse, and Recycle as part of our daily practice. Our program supports environmental movements as well as fulfilling local ordinance requirements. We encourage our employees to stop and think before you head to the waste bin by providing information as to which products go in which bin and attempt to avoid products that can't be reused or recycled.

**Think Before You Print.** To reduce excessive printing, Simplicity has only one shared printer in headquarters office as well as one printer in the finance director's office. The shared printer has default settings that print double-sided. The manufacturing of printers and supplies have significant carbon footprints. We reduce the need for printing by using SharePoint to store our documents electronically. Earlier this year, Simplicity implemented an HR system which onboards employees electronically and stores all documents (benefits & payroll enrollment) in the system eliminating the need for paper copies in HR folders.

**Become Energy Efficient.** Simplicity looks at forms of energy consumption that it controls such as lowering the shades when the sun is shining and keeping shades closed in winter as an additional barrier to the cold.

**Transportation.** Simplicity recognizes transportation as a major contributor to our carbon footprint. The majority of our employees and subcontractors work remote from home. Company training, benefit updates and other general information is all communicated via webinars through Zoom meeting eliminating the travel to headquarters.

**Keep Measuring.** Simplicity understands that our efforts are just a start. We continue to examine our processes to see how we can improve. Our constant re-evaluation of our carbon footprint will continue to improve making our planet better for the next generation.

## Leadership & Team Health

Simplicity seeks to inspire and to nurture the human spirit. We strive to understand how each person brings distinct life experiences to our team. Our team is reflective of what each member brings. We encourage individualism aligned with our values.

**Non-Discrimination.** At the heart of our business, we seek to inspire and nurture the human spirit - understanding that each person brings a distinct life experience to the table. Simplicity does not discriminate in any of our practices; this includes gender, race, ethnicity, sexual orientation, disability, religion and age, cultural backgrounds, life experiences, thoughts, and ideas. Simplicity is committed to creating a safe and happy workplace for everyone, free of harassment and unlawful discrimination. This policy applies to all employees, contractors, visitors, customers and stakeholders.

**Diversity.** Simplicity embraces diversity that enhances our culture and drives business success. Embracing diversity not only enhances our work culture, it also drives our business success. It is the inclusion of these diverse experiences and perspectives that creates a culture of empowerment, one that fosters innovation, economic growth, and new ideas. Simplicity strives to build diverse teams and partnerships.

**Human Rights.** Simplicity believes and supports the ideology and viewpoint that all humans are born free with equal dignity. Everyone should have the right to pursue life, liberty, freedom of thought and expression, and equality before the law. Simplicity strives to partner with those who share the values of human rights.

**Team Growth.** Simplicity encourages our employees to explore their passions, opportunities, and experiences to make meaningful contributions to the world around them. We are broadening our cultural backgrounds and life experiences through thoughts and ideas.