

Devon-based school of coaching and mentoring celebrates its 10th anniversary

Wise Goose Limited, based in Chagford, celebrates its 10th milestone anniversary with the announcement of its certification as a B Corporation (B Corp).

Helen Sieroda, Director and founder of Wise Goose School of Coaching comments: "B Corp is an international movement; with the 'B' standing for 'benefit' to people, communities and the planet. We are a for-profit company, but it's all about moving away from profit as the main yardstick for business success and moving towards more sustainable business models that give equal importance to how we make our money, treat our associates, students, wider communities and the planet."

Helen is an APECS (Association of Professional Executive Coaches and Supervisors) accredited Master Executive coach with 30 years of experience in Sweden and the UK. She set up Wise Goose in Chagford in 2012, developing and delivering training programmes that today are held in Devon, London and Scotland.

Helen said: "I set up Wise Goose a decade ago because I believed in the power of coaching. It's not just making a difference in one person's life but knowing how small steps create ripples that impact their teams at work, their families, and wider communities. Because of this ripple effect, I see coaches as powerful change agents, having the capacity to make a huge difference.

"I also wanted to train a new generation of coaches; trusted 'thinking partners' equipped to help leaders navigate the gap between good intentions about business as a force for good and everyday complex, real-world dilemmas.

"Being certified as a B Corp, joining a growing group of companies reinventing business by pursuing purpose as well as profit, is 'the icing on the cake' in celebrating our significant anniversary.

The certification process is demanding and applicants are required to reach a benchmark score of over 80 to certify, with 100 seen as outstanding. Wise Goose achieved an impressive 122.3, which is an amazing score, especially for a first application. It's a tremendous achievement we can build on



STUDENTS TRAINING AT THE BAREFOOT BARN, CHAGFORD

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to grow our excellent reputation and have an even greater impact."

Wise Goose is now part of a community of 5,000+ businesses certified as B Corps globally. The community represents a broad cross-section of industries and sizes, including well-known brands such as The Guardian, innocent, Patagonia, Finissterre, Riverford Organic, The Body Shop, and organic food pioneers Abel & Cole.

Wise Goose is proud to join this movement of like-minded businesses committed to leveraging business as a force for good.

Chris Turner, Executive Director of B Lab UK, says: "We are pleased to have B Corps of all shapes and sizes as part of our community – from start-ups to multi-nationals and across many different

industries. Business is a powerful force and B Corps demonstrates that you can do good in any sector. Welcoming Wise Goose is an exciting moment because they have an opportunity to lead the way within the coaching industry. Their commitment to doing business differently will be an inspiration to others and really help spread the idea that we can redefine success in business to be as much about people and planet as it is about profit.

"The idea of serving worthwhile purposes is central to my work," states Helen. "Yes, creating individual success for clients is really important and to be celebrated, but holding this in a wider context and redefining success takes the work to a whole new level and deepens its relevance: a vision of coaching as serving something far deeper and wider in organisations, communities and society."

To celebrate the 10th anniversary, Wise Goose has created a grove of trees with @treesforlifeuk to support rewilding of the Scottish Highlands and restoration of the globally unique Caledonian Forest.

Helen explains: "I've known the work of 'Trees for Life' since it was founded by Alan Watson in 1989, I met him at Findhorn when the project was just a seed of an idea, way ahead of its time.

"Given this connection with our training programmes in this area of Scotland, I love the thought of supporting their work while marking a business milestone for Wise Goose. With this in mind, we will be growing a grove by planting a tree for every Wise Goose student."

<https://wisegoose.co.uk/>

Heat pumps, an owner's view...

Justin Beament

At this time of fears of global warming and high energy prices, I am often asked for my experience of converting to an air source heat pump (ASAP) for home heating.

I had an air source heat pump installed in my 200-year-old stone and cob three-bedroom cottage two years ago. Generally, I am very satisfied with my new heating system. It provides near constant warmth. It is virtually silent and is reasonably inexpensive to run.

It has a sophisticated timer/control program; however, I turn

it on first thing in the morning by setting my thermostat at 20°C and then down to 17°C at night. The capital cost of my system was £13,000, of which the government is repaying me £8,000 over seven years.

My installers replaced most of my radiators with double capacity ones, which are needed due to the lower running (40°C) temperature of the system. Efficiency of ASAP is that for every kilowatt of electricity input you get just over 4 kilowatts of heat output which, I consider, is real efficiency.

Before last April my electricity bill (100% renewable) was £80 per month over the year. It is now

currently £130 per month due to energy price rises.

For those people considering an ASAP, it is helpful and important to follow these guidelines:

- start with getting an Energy Performance Certificate, this will indicate where you need to improve the insulation of your property. Insulation is a must in running any heating system efficiently and it will pay back its initial costs quickly;
- enquire about the various government and local authority schemes that are available for home insulation and renewable energy heating grants;

c) research as to who are reputable and experienced heat pump installers and if possible ask for reports from customers who have had a system installed;

d) make sure that you choose a high-quality ASAP system from a quality maker with years of experience. My ASAP is a Mitsubishi, a company with an excellent reputation that has been making heat pumps in Scotland for many years.

Installing a heat pump system has proved itself a rewarding decision and has resulted in a warm home that is affordable to run as well as less damaging to the environment than traditional systems.



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NEWS IN BRIEF

12TH DECEMBER 1724 The birth of Admiral Samuel Hood, first Viscount, British naval commander and a skilful tactician.
1966 English sailor Francis Chichester arrived at Sydney in his ketch Gipsy Moth IV - half way in his bid to become the first man to sail solo around the world.

13TH DECEMBER 1769 - Dartmouth College is founded by the Reverend Eleazar Wheelock, with a royal charter from King George III, on land donated by Royal Governor John Wentworth.

14TH DECEMBER 1947 Stanley Baldwin, three times Conservative Prime Minister, died.
1959 The shortest murder trial in British legal history. In 30 seconds, at Winchester Assizes, Brian Cawley pleaded guilty to the murder of Rupert Steed and was later sentenced to life imprisonment.

15TH DECEMBER 1961 In Jerusalem, Adolph Eichmann, one of the major organisers of the Holocaust, was sentenced to death.
1982 Reputed to be Robin Hood's tree, the 'Major Oak' in Sherwood Forest, was fitted with a fire alarm.

16TH DECEMBER 1653 Following the execution of Charles I, Oliver Cromwell failed to get the Parliament he wanted and became Lord Protector.
1882 Sir Jack Hobbs, renowned cricketer and the first of his sport to be knighted, was born.

17TH DECEMBER 1843 Charles Dickens began inscribing copies, for friends, of his new novel 'A Christmas Carol'.
1968 An 11-year-old girl (Mary Bell) was sentenced to life in detention after being found guilty at Newcastle Assizes of the manslaughter of two small boys.

18TH DECEMBER 1916 The Battle of Verdun, the longest engagement of World War I, ended after 10 months and massive loss of life.
2013 The Bank of England announced its plans to press ahead with switching to plastic banknotes, starting with the new Sir Winston Churchill £5 note in 2016.