

MAGNUS
CONSULTING

MCA
A POSITIVE FORCE FOR THE
ECONOMY AND SOCIETY

MCA CONSULTING EXCELLENCE DECLARATION

Growth. Designed, aligned, and ready to scale

Magnus Consulting Ltd
May 2026

Certified



Corporation



UK'S LEADING
MANAGEMENT
CONSULTANTS | 2025 & 2026

Forward



At Magnus, we believe growth should be designed, not left to chance, and not built at the expense of the people and planet around us.

The MCA's Consulting Excellence framework reflects the standards we hold ourselves to ethical practice, genuine client value, serious investment in our people, and a commitment to operating responsibly.

Consulting done well makes businesses better. Done with integrity, it makes industries better too.

Teresa Allan

MANAGING PARTNER | MAGNUS CONSULTING



Magnus Consulting is an AI-embedded B2B Growth Consultancy

Magnus Consulting is an AI-embedded B2B growth consultancy. We help ambitious businesses and PE-backed portfolios align marketing and sales on where to play and how to win, then embed the strategy, behaviours and systems for teams to execute. Fast.

Our approach is structured around four connected stages:

01 Where to Play

Defining where the best growth sits, which customers matter most, and where the business has the strongest right to win.

02 How to Win

Building the GTM strategy, value proposition and commercial plan to compete effectively.

03 Embed

Aligning teams, structures and ways of working so the strategy actually sticks.

04 Activate

Deploying a live, AI-embedded GTM operating system that keeps coordinating as markets, customers and competitors move.

The final stage reflects a step-change in how Magnus works. We no longer just design strategy and help clients execute it, we leave behind an always-on intelligence system powered by our Magnitude platform.
Growth is not a project. It is a system.

An aerial photograph of a harbor. The water is a deep, dark blue-green color. Numerous white and light-colored boats are scattered across the water. On the left side, there is a steep, rocky cliffside with some greenery and a few buildings. The overall scene is serene and scenic.

01 | Ethical behaviour

PRINCIPLES 1-3

We are responsible and good citizens.
We conduct our business ethically.
We foster an ethical culture.

Our values

Magnus is guided by four values that define **how we work with clients and with each other**. They are not aspirational statements, they shape every commercial decision, every hire, and every client interaction.

Courageous Curiosity

We ask the questions others avoid and challenge assumptions before accepting them.

Momentum that Matters

Progress over perfection; we move with purpose and keep clients moving too.

Impact with Integrity

We measure success by commercial impact, not hours billed, and never cut corners.

Shared Success

We don't win unless our clients win; that's not a philosophy, it's how we measure everything.



Responsible citizenship

Being a responsible business is built into our commercial model, not added on top of it. Our Ideal **Client Profile explicitly excludes sectors with significant environmental or social harm**, including oil and gas. Commercial growth does not override our values at Magnus.

Since 2022, Magnus has **donated 3-5% of annual profits to charitable causes every year**. Our primary charitable partner since 2023 has been the Greater Change Foundation, which supports people out of homelessness for good. Previous beneficiaries have included the National Literacy Trust, Magic Breakfast, Smart Works, Choose Love, and the DEC Ukraine appeal, all reflecting our focus on social mobility, poverty relief, and education.

We also stay actively involved in a community of like-minded B Corps: prioritising B Corp suppliers, referring creative work to a B Corp agency, and hosting client events at B Corp businesses. We are **members of the B Corp Alliance** and actively share learnings with businesses committed to continuous improvement.

In Summer 2026, Magnus is launching an **AI Graduate Programme**: structured placements designed to give graduates a genuine springboard into the commercial world, combining real consultancy work with practical AI skills development. This reflects our commitment to building future commercial talent, not just for Magnus, but for the industry.

ETHICAL CULTURE

Our B Corp certification (**score: 88.7 against a sector median of 50.9**) is independently assessed annually across governance, workers, community, environment and customers. It is a living framework, not a badge, and we treat our current score as a floor, not a ceiling.

We operate as a genuinely independent advisor. We tell clients what they need to hear. We would rather lose a piece of work than oversell what we can deliver.

We support industry efforts to uphold and raise these standards through our MCA membership.

02 | Client service & value

PRINCIPLES 4-6

Excellent consulting services.
Transparency with clients.
Always striving to improve the value we deliver.

Insight to action, not decks on a shelf

+95
NPS

Vs industry
average of +32

5+
YEARS

Some client
partnerships

Every Magnus engagement is built around clearly defined commercial outcomes, agreed with clients upfront. We work inside teams, challenge plans, and **stay accountable for results**. Our NPS of +95, against an industry average of 32, reflects not just client satisfaction, but **trust built through consistent delivery**.

Commercial outcomes delivered

- **£1bn+** revenue generated in a single year across the client portfolio
- **€241M** must-win account pipeline identified and activated
- **319x** ROI on a single GTM engagement
- **63:1** ROI on an AI-powered demand generation programme
- **£451M** retail growth unlocked through commercial repositioning



A strategic partner in every sense. You're really integrated into the business - you're an extension of my team.

MAGNUS CLIENT

Structured client partnership

Our **client relationships are partnerships** in the truest sense, which is why some have been running for over five years. Our delivery model includes weekly status meetings, formal kick-offs, mid-point reviews, and post-engagement retrospectives as standard. For larger or longer projects, monthly steercos with senior stakeholders ensure **strategic alignment** is maintained throughout.

This cadence means issues are surfaced early, not buried. Clients know where they stand at every stage, and **our teams stay connected to the commercial outcome**, not just the workstream.

Continuous improvement

We have built out a more structured client feedback system over the past year, making it easier to listen, learn and improve. Feedback is not collected at the end of an engagement; it is part of the rhythm of how we work.

This connects directly to how we develop our people: insights from client delivery feed into our twice-yearly appraisal process, **ensuring the team is constantly improving** against what clients *actually* value.

03 | Professional development

PRINCIPLES 7-10

Training & development.
Core consulting capabilities.
Career progression & welfare.

Structured career development

In the past year, Magnus has invested significantly in establishing **clear career frameworks** for every role in the business. Every team member has a transparent picture of what is expected of them, what progression looks like, and how to get there. This is not informal, it is structured, documented, and reviewed regularly.

We run **two formal appraisal cycles per year**. Each includes a full 360-degree review from colleagues, not just line manager assessment, ensuring development needs are identified honestly and constructively.

INVESTING IN OUR PEOPLE

Magnus maintains a company-wide **Learning and Development budget**, accessible by all permanent staff. Recent investments include a Goldman Sachs placement and a Mini MBA, reflecting our commitment to exposing the team to the highest levels of commercial thinking. Every team member also has access to internal mentoring from senior practitioners.

We have recently introduced **equity participation** for key personnel through the UK EMI scheme, recognising long-term contribution and ensuring the team shares in the value we are building together.



Employee well-being

Magnus provides BUPA **private healthcare** to all full-time employees, including mental health support. We also have a **cycle to work scheme** and **summer half days** every Friday during the months of July and August as well as a full company shut down over the Christmas period.

We have **comprehensive HR policies** and a full policy guide, refreshed and communicated clearly to the whole team in the past year through our external HR partner. Enhanced policies now include:

- Long-service holiday entitlement
- Increased paid maternity, adoption and paternity leave
- Neonatal and carer's leave provisions
- Extended bereavement entitlements
- Greater flexibility for shared parental leave

We held a **two-day full-team offsite** to recognise contribution, celebrate progress, and align on the next 12 months, because a high-performing team needs more than good policies. It needs a **culture where people feel valued**.

Hybrid working is embedded in our operating model; the team works predominantly from home, with flexible arrangements to support work-life balance. This is reflected in our refreshed policy guide and is a genuine operating principle, not just a stated benefit.

BUILDING CONSULTING CAPABILITY

Our team **combines deep B2B commercial growth expertise with GTM execution**, behavioural science, and AI-embedded working practices. We invest in keeping that combination current, including through training in AI tools, market analysis frameworks, and strategic account management.

We support the professional standards of the consulting industry and are exploring **ChMC accreditation** pathways as part of our ongoing development agenda.

AI GRADUATE PROGRAMME

From Summer 2026, Magnus is launching a structured AI Graduate Programme, a **giving-back initiative and a talent pipeline investment**. Graduate placements will combine real consultancy work with practical AI skills development, providing a genuine springboard into senior commercial environments for early-career professionals.

A photograph of four children jumping joyfully in a lush green field. The children are wearing colorful clothing: a blue shirt and red pants, a green shirt and blue shorts, a red shirt and blue shorts, and a blue shirt and light-colored pants. They are all looking upwards with their arms raised. The background consists of tall, thin trees and a soft, hazy sky. The overall mood is one of happiness and freedom.

04 | Diversity & inclusion

PRINCIPLES 7-10

Respect & embrace diversity.
Recruit & retain diverse talent.
Support industry progress on D&I.

Diversity, inclusion & fair hiring

Our numbers

As we grow, widening representation across other dimensions is a stated goal and a commercial priority. We see every new hire as an opportunity to build a team that more fully **reflects the diversity of the clients, communities and markets we serve.**

70%

FEMALE
WORKFORCE

200%

REPRESENTATION
IMPROVEMENT

How we hire

Our recruitment process is **designed to eliminate bias** and evaluate candidates on genuine capability:

- Values-based first call, cultural alignment established from day one
- Skills-based job descriptions, shortlisting against defined criteria, not background or network
- Four-stage rubric-scored process, every candidate assessed using the same framework, applied consistently
- Grounded in the Equality Act 2010, all decisions documented and reviewable

A CULTURE WHERE PEOPLE DO THEIR BEST WORK

Our careers page is explicit: when people feel valued, supported and seen, they do their best work. **Inclusion at Magnus is built into how we hire, how we manage, and how we grow the business.** We measure our culture formally, through appraisals, 360s, and engagement processes, and we act on what we find.

05 | Sustainability

PRINCIPLES 11-14

We commit to ensuring our firms operate in an increasingly sustainable way.

Net zero by 2035

Our commitment

Magnus is committed to reaching net zero carbon emissions by 2035, **fifteen years ahead of the government's 2050 target**. This is a measurable, independently tracked commitment, not a statement of intent.

Our carbon footprint is measured and tracked via Seedling, an independent carbon measurement platform. FY24/25 has been measured and FY25/26 is currently being tracked. Our full Carbon Reduction Plan is publicly available via our [Seedling profile](#) and will be published on our website. Measurement covers energy consumption, business travel, digital and cloud infrastructure, and supply chain procurement.

How we live it

- Our Ideal Client Profile explicitly excludes sectors with significant environmental harm, including oil and gas, **commercial growth does not override sustainability commitments**
- We have **reduced unnecessary international business travel** and actively prioritise new clients with a UK or European HQ
- **Hybrid working is embedded** as our primary operating model, reducing our travel footprint
- We **prioritise B Corp suppliers** and partners throughout our supply chain
- **Annual B Corp Impact Assessment** reviews environmental performance across energy, water, waste, carbon and supply chain, publicly reported

B CORP: RESPONSIBLE BY DESIGN

B Corp certification is a living framework requiring continuous improvement annually across environment, governance, workers, community and customers.

AI & SUSTAINABILITY

We are developing a clear position on AI and sustainability. Exploring how our AI-embedded GTM tools reduce wasteful usage and build more efficient, targeted commercial systems for clients.



“Commercial growth and responsible practice are not competing priorities at Magnus. That is how we are built.”

Our commitment to Consulting Excellence

“ The MCA's fourteen Consulting Excellence Principles reflect the standards we have held ourselves to since Magnus was founded. Growth should be designed with rigour, delivered with honesty, and built to last, for clients, for the people who work here, and for the industries we operate in.

We welcome the transparency this declaration creates and are proud to be part of an association that holds the consulting profession to a higher standard.

TERESA ALLAN

Managing Partner | Magnus Consulting Ltd | www.magnusconsulting.co.uk



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