We are P3 Leadership. The P3 stands for People, Planet, Profit. We are based in London, UK and are a start-up consultancy to the UK’s social sector (charities and non-profit companies).

We are creating a business-to-business brand for strategic, organisational and operational advice and support to charities and companies pursuing a social mission.

Our services will help client organisations deliver their social missions and generate profits that flow back into those missions, not to shareholders. We will help our clients do this in a way that is sustainable for staff, for their supply chain and for the environment.

We are here to help clients maintain heart of a charity while building and using the skills of a high-performing business. We help them to 'professionalise' without losing the soul of their organisation or losing touch with why they exist.

Brand tone: expert but grounded and accessible

Brand differentiators: serious about what we do, without taking ourselves too seriously; no bullshit – absolutely trustworthy; arming those committed to social good.

Key audience: chief executives and top teams of medium-sized and large UK and UK-based international charities and non-profit companies; we will develop a service offering for smaller organisations as well, but they are a secondary audience.

We have an in-going preference for designs in which the predominant colour is a deep green, but our minds are open!