**2024 Benefit Report of Berrett-Koehler**

**Publishers, Inc., and The Berrett-Koehler**

**Group, Inc.**

May 14, 2025

**INTRODUCTION**

Berrett-Koehler’s shareholders voted in 2015 to charter “BK” as a California Benefit Corporation. BK has long seen itself as a “social enterprise” that prioritizes people and purpose; this certification puts the force of law behind Berrett-Koehler’s long-standing social mission, values, practices, and objectives.

A Benefit Corporation is legally obligated to achieve:

**1. Public Benefit.** As a Benefit Corporation, Berrett-Koehler must provide “general public benefit,” which the law says “means a material positive impact on society and the environment, taken as a whole.” And BK’s Articles of Incorporation now include BK’s mission and values as “specific public benefits” to which BK is legally committed: “connecting people and ideas to create a world that works for all and helping people promote positive change to advance quality, stewardship, partnership, sustainability, and diversity and inclusion in their lives, organizations, communities, and the world.”

**2. Impacts for Stakeholders.** BK’s founding concept—managing the company “for the benefit of all of our ‘stakeholder’ groups,” including “authors, customers, employees, suppliers and subcontractors, owners, and the society and environmental communities in which we live and work” (as stated in our very first catalog in 1992)—is now legally supported. Benefit Corporation status makes it the fiduciary duty of the BK Board of Directors (quoting again from the California law) to “consider the impacts of any action or proposed action upon all of the following”: shareholders, employees, customers, community and social considerations, the local and global environment, “short-term and long-term interests,” and “the ability of the Benefit Corporation to accomplish its general, and any specific, public benefit purpose.”

**3. Accountability.** Benefit Corporations must assess their overall corporate, social, and environmental performance on a yearly basis using an independent third-party standard. The B Corp Impact Assessment that BK has followed until 2024 qualifies as such a third-party standard. BK maintained B Corp status until 12/31/24, but has chosen not to recertify in 2025 for reasons of cost and staffing. Nonetheless, the B Corp Impact Assessment is still publicly available as a measurement tool, and BK will retake the assessment in 2025 to continue to track its performance.

**4. Transparency.** Finally, California Benefit Corporations must report their overall social and environmental performance to their shareholders and to the public in an annual benefit report. This is consistent with everything about how Berrett-Koehler wants to be in the world, but making it a legal obligation ensures that it actually happens each year.

**ELEMENTS OF BENEFIT REPORT**

The following narrative is Berrett-Koehler’s tenth annual Benefit Report in fulfillment of the requirements described above for California Benefit Corporations. It provides a description of the ways in which Berrett-Koehler pursued a general public benefit in 2024, the ways in which Berrett-Koehler pursued the specific public benefits described above, and information about the extent to which the general and specific public benefits were created.

**BENEFIT REPORT NARRATIVE**

**General Impact**

Berrett-Koehler is an independent publisher dedicated to connecting people and ideas to create a world that works for all. We refer to each book or product sold as a unit of change in this effort. We believe that the solutions to the world’s problems will come from all of us, working at three levels: in our organizations, in our society, and in our own personal lives. Our three main book agendas address these topic areas.

BK published 30 new titles or new editions in 2024 and achieved total sales of approximately $7.3 million. Our BK Business books (e.g., *Human First, Leader Second)* help people make their organizations more humane, democratic, inclusive, and ethical. Our BK Currents books (e.g., *Financial Activist Playbook*) offer pathways to creating a more just, equitable, and sustainable society. Our BK Life books (e.g., *The Power of Purpose)* help people create positive change in their personal and family lives and align their personal practices with their aspirations for a better world. A complete list of books published in calendar year 2024 is attached as Appendix A.

Berrett-Koehler books published in 2024 earned nearly two dozen national awards. In addition, one of our newest authors, Maja Djikic, was named to the Thinkers50 Radar.

**Partial List of 2024 Awards Received**

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| --- | --- |
| The Canary Code | GetAbstract, Pencraft 2024, Porchlight Longlist, Literary Titans Gold |
| DEI Deconstructed | Pencraft; 2nd |
| I Respectfully Disagree | NYC Big Book Distinguished Favorite, Best Book Awards finalist, Best Indies Winner, North American Book Awards Bronze, Literary Titan Gold |
| The Generous Leader | NYC Big Book Award; Distinguished Favorite |
| Leadership is Worthless...but Leading is Priceless | Best Book Awards finalist, Best Indies Winner |
| Racial Justice at Work | Best Book Awards Finalist |
| We Can't Talk About that at Work, Second Edition | Best Book Awards Winner |
| You Belong Here | Best Indies Winner |
| Thin Book of Trust, third edition | North American Book Awards Bronze |
| The Power of Agency | North American Book Awards Silver |
| The Win-Win Workplace | Literary Titan Gold Book Award |
| Simply Put | Winner of Goody Business Book Award |
| The Heart of Innovation | Shortlisted for Business Book of the Year 2024 by Soundview Executive Book Summaries |

**Publishing and Marketing Programs**

The principal way that Berrett-Koehler pursued its general and specific public benefits in 2024 was through our book publishing programs. In 2024 Berrett-Koehler published 24 new print publications. All of our new books and new editions were published simultaneously in multiple formats: print, ebook, and audio. Berrett-Koehler also continued to market and sell its 900+ previously published books that are still in print. We sold over one million English-language print, ebook, audio, and other copies of these books in 2024.

We also pursued these public benefits by arranging for publication of our books in foreign languages around the world. Our total number of foreign translation rights deals in the company’s history is well over 3,500 in 60+ languages. And many millions of copies of these foreign-language editions of BK books have been sold, helping to further spread the ideas in the books around the world.

We also closed dozens of other subsidiary rights deals in 2024, including rights to summarize books, foreign language audiobook licenses, and film-option rights. The ideas in our books were also shared with tens of millions of additional people through media reviews and publicity about the books that appeared in hundreds of different print, radio, television, and social media. And our authors spoke about their books to hundreds of thousands of people at conferences, seminars, workshops, forums, and other events.

The ideas in our books also reached large additional audiences through the BK website and through our blog and other direct marketing programs that are discussed below.

**2024 Initiatives Expanding BK’s Impact**

**Audiobooks**

BK began producing and publishing audiobooks ourselves in 2015. By 2023, our audio catalog had grown to 450+ audiobooks.

However, the economics in audio publishing shifted and BK sought a partner to share costs and administration of the program. In an exciting development, BK was able to secure partnership in late 2023 for its audiobook list with the world’s largest audiobook publisher, RB Media. This partnership proved highly successful for BK in 2024, resulting in all of our 2024 titles reaching audio listeners for no upfront cost to BK, and providing an income stream to authors and the company.

BK has long partnered with the nonprofit Benetech to make all books available to those with visual or other disabilities, and special audio products are also available through this partnership.

**Partnerships**

The Berrett-Koehler Foundation deepens and expands the reach and impact of the BK mission—beyond publishing—by supporting diverse changemakers around the world in co-creating a world that works for all. The Berrett-Koehler Foundation is a 501(c)(3) public charity that has a separate legal structure, board, and operations from The Berrett-Koehler Group, Inc., but receives financial support from Berrett-Koehler Publishers as well as from numerous individual BK authors and other BK community members.

The nonprofit organization BK Authors Inc., which is a long-standing but independent partner of Berrett-Koehler Publishers, brought together 84 authors and other BK community members in April 2024 for its annual virtual marketing workshop. It also gathered 42 authors and community members for its in-person author retreat in November at the Jesuit Retreat Center in Los Altos, California. These events helped authors increase their ability to take the messages of their publications out into the world, thereby increasing the impact of those messages. BK Authors, Inc. also supported new BK authors by hosting webinars where they could share their books and ideas. Various Berrett-Koehler Publishers staff contributed their time, energy, and expertise to the committees that made these events happen.

**Employee Benefits**

Berrett-Koehler is committed to supporting, engaging, and developing our employees through many means, including our open sharing of information, participative decision-making model, comprehensive employee benefits, and Employee Stock Ownership Plan. These have positively contributed to employee engagement and success within the organization. Berrett-Koehler has a transparent compensation structure and practices open-book management to give employees full access to our salary schedule as well as to complete company financial information.

**Diversity, Equity, Inclusion, and Justice**

Berrett-Koehler continues to prioritize increasing the number of women authors and authors of color we publish. More than half of our 2024 authors were women and/or people of color, or people with other marginalized or intersectional identities. This percentage is far above the averages in the areas in which we publish, including business book publishing.

It is worth noting that BK is a clear leader in the DEI book publishing space. Few publishers have as deep or varied a list on topics of antiracism, bias, and inclusion. Leading titles in 2024 include: *The Canary Code*, *The Black Woman’s Guide to Getting Free*, *Leadership Toolkit for Asians*, and *Race Rules*.

**Community Benefits**

Berrett-Koehler as a company believes in the power of volunteerism and strives to make space for all of our employees to give back to the community. To that end, we have a volunteer program that encourages employees to volunteer up to four hours of paid time per month.

Another way in which Berrett-Koehler serves the community at large is through our continuing partnerships with Benetech and Worldreader, two nonprofit organizations whose mission is to provide reading materials to underserved communities. In the case of Benetech, the entire Berrett-Koehler book catalog is made available to people with visual or reading disabilities through their BookShare program. In collaboration with Worldreader, selected Berrett-Koehler titles in the areas of life skills, career, and personal development are made available to young people (18–25 years old) in the Global South, to provide them with both inspiration and development.

Beginning in 2024, Berrett-Koehler now makes all of our frontlist ebooks fully accessible to meet international standards established for print-disabled readers.

**Environmental Benefits**

BK continued to make environmentally sustainable paper purchasing a priority in 2024. The company has developed strong partnerships with North American print suppliers that can provide FSC-certified materials, including cover and dust-jacket paper, text paper, endsheets, and boards. Reaching a 100% FSC-certified print program is our primary goal; being able to have our books printed with FSC-certified materials that also contain at least some percentage of post-consumer waste material is our secondary goal. We inch closer to reaching these goals each year, but are constrained by available supply chains.

In an industry where environmentally compromised and uncertified paper and printing is generally sourced from Asian markets and shipped by container, BK continues to work hard to secure a more local supply chain with a lower carbon footprint and domestic employees. These policies resulted in the company paying a premium over printing in Asia, but also resulted in our having a far more responsible and accountable supply chain.

BK continued to show environmental stewardship in other policies, such as its choice of a LEED-certified office, office recycling and composting programs, and our work-at-home program to reduce employee commutes.

**Relationship Impact**

Berrett-Koehler employs the assistance of many people outside of our staff and we use our close relationships with our author community to expand our reach. One of the key distinctions that sets Berrett-Koehler apart from other publishers is the way in which we partner with our authors. Our authors are given the power to provide input during all phases of the book production process and they have the option to end their contractual agreement with Berrett-Koehler at any time. One of the most important aspects of the publishing process at Berrett-Koehler is the Author Day. This is a day that is entirely devoted to discussing all aspects of the publication process, including marketing, editorial, design, production, and publicity. All authors meet virtually on this day with BK staff who will be working with them on their book.

**CEO Transition**

Praveen Madan concluded his term as temporary CEO in early 2025 and ably led the company during all of 2024. Praveen has a long career as an advocate and leader for independent bookstores and publishing, most recently as CEO of Kepler’s Books in Menlo Park. With the company on a more stable footing in early 2025, Praveen transferred his CEO duties to Steve Piersanti, Berrett-Koehler’s founder and CEO from 1992 to 2019. Mr. Piersanti is a “beneficial owner” of the corporation and thus holds more than 5% of the outstanding shares.

**Constraints on Impact**

The biggest constraints on Berrett-Koehler’s impact are the relatively small size of our staff (22 people in 2024) and modest size of the company ($7.3 million in annual revenues). Industry wide, the average number of books sold per title is dropping dramatically. Book publishing is an extraordinarily complex business, and simply keeping all the book-publishing processes functioning properly requires the full attention of our staff. Therefore, in order to achieve public benefits, we have to design the public benefits into the very nature of our products and business processes.

**B IMPACT REPORT AND ASSESSMENT**

Berrett-Koehler Publishers selected the B Impact Assessment (BIA) as the third-party standard to prepare our benefit report because it is the most widely used impact measurement and management tool in the world. The BIA is governed by the nonprofit B Lab and meets the statutory requirement that a third-party standard must be comprehensive, credible, transparent, and independent. More information about the BIA and B Lab is available at [bimpactassessment.net](https://bimpactassessment.net/).

During the time period covered by this 2024 report, the company was an independently certified B Corp, although this certification expired on December 31, 2024. The timeline for our 2024 certification was as follows: 1. In 2021, the company submitted a draft assessment questionnaire based on 2020 business results. This assessment took several months to complete and was considered a final submission in December 2021. 2. The B Corp audit process was completed March 31, 2022, and resulted in our passing score of 80. This audited score of 80 was considered valid for three years until the expiration date of 12/31/24, thus allowing the company to meet the B Corp standard during 2022, 2023 and 2024. The median score for the thousands of companies taking the assessment is 55. Because the company would be unlikely to pass certification in 2025 based on 2023 and 2024 results (80 is the minimum passing score and we believe that the company would not achieve that score at this time due to austerity measures undertaken over the past two years), and due to the considerable expense of certification, the company decided to drop certification and B-Corp branding beginning in 2025. We will re-engage the B Corp certification process when our B Corp assessment score reaches 80 or higher again. However dropping certification does not eliminate our California Benefit Corporation status. The company is allowed to self-assess and use B-lab tools free-of-charge for ongoing benefit reports—just without the possibility of certification. The company will use the assessment as its “third-party standard” going forward and take the assessment again in 2025 for the 2025 Benefit Report. The company continues to support and engage the B Corp community, and continues to publish the B Corp Handbook. We’ve begun discussions for a new edition of the Handbook in the near future.

**BOARD OF DIRECTORS STATEMENT**

Since its formation in 1992, Berrett-Koehler Publishers has operated under a stakeholder model, going beyond the traditional profitability measures of success to include consideration of the impact its business activity has on all its stakeholder groups. It has solicited involvement from those stakeholder groups in its decision-making model and daily operations at all levels of its extended community, from the readers of its publications to the composition of its Board of Directors. In 2011, The Berrett-Koehler Group, Inc., adopted the B Corp standards as an appropriate tool to measure its overall social and environmental performance. In 2021 (and thus in 2024 by extension), Berrett-Koehler achieved an overall rating sufficient to be re-certified as a Certified B Corp.

It is the opinion of the Board of Directors that the corporation met its obligation to actively pursue its general, and specific public benefit purposes as required under California Corporations Code Section 1462.

This is the tenth year BK has issued an Annual Benefit Report. Over the coming year, we will

continue to hone our assessment of material impact the corporation has on society and the

environment, with the goal of issuing comparative reports on the corporation’s performance.

APPENDIX A

Complete List of 2024 Berrett-Koehler Publications

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| **Author** | **Title** | **On Sale** |
| DeMarco, PhD | Holding Onto Air | 01/09/2024 |
| Gilliam | Race Rules | 01/30/2024 |
| Reynolds | Breakthrough Coaching | 01/30/2024 |
| Winters; Reese | We Can't Talk about That at Work! Second Edition | 02/06/2024 |
| Djikic | The Possible Self | 03/05/2024 |
| Dabbs | You Belong Here | 03/05/2024 |
| Wheatley | Restoring Sanity | 03/19/2024 |
| Davis; Hill | The Generous Leader | 04/09/2024 |
| Jones-Fosu | I Respectfully Disagree | 04/16/2024 |
| Praslova | The Canary Code | 04/23/2024 |
| Hyun | Leadership Toolkit for Asians | 04/30/2024 |
| Mayer | Leadership Is Worthless…But Leading Is Priceless | 05/07/2024 |
| Pate; Stutz | Daily Practices of Inclusive Leaders | 05/28/2024 |
| Tracy | The 32 Unbreakable Laws of Money and Success | 06/04/2024 |
| Doz; Wilson; Ader | Escaping the Growth Curse | 06/11/2024 |
| Winfrey Harris | A Black Woman’s Guide to Getting Free | 07/09/2024 |
| Taylor | Thinking at the Speed of Bias | 07/09/2024 |
| Citroen | The New Rules of Influence | 07/16/2024 |
| Backus | Human First, Leader Second | 07/30/2024 |
| Beltran; De La Rosa; Scott | Fierce Resilience | 08/20/2024 |
| The Arbinger Institute | Leadership and Self-Deception, Fourth Edition | 08/27/2024 |
| Jukanovich; West | The Culturally Conscious Board | 09/03/2024 |
| Zheng; Perez | DEI Deconstructed | 09/03/2024 |
| Rashid | The Financial Activist Playbook | 09/10/2024 |
| Feltman | The Thin Book of Trust, Third Edition | 09/10/2024 |
| Eikenberry; Turmel | The Long-Distance Leader, Second Edition | 09/17/2024 |
| Kaye; Winkle Giulioni | Help Them Grow or Watch Them Go, Third Edition | 09/24/2024 |
| Hartmann | The Hidden History of the American Dream | 10/08/2024 |
| Miller; Katz | The Power of Agency | 11/19/2024 |
| Tracy | Goals! Third Edition | 12/03/2024 |