

THE POWER GRADIENT

Inspiring Future Entrepreneurs

Climbing Trees

Climbing Trees is a B Corp-certified PPC and SEO agency that helps purpose-driven brands grow online through ethical, sustainable marketing that supports both people and the planet.

<https://www.climbingtrees.com>

Key Takeaways

Embrace Persistence

Hard work and personal accountability are essential foundations for long-term success.

Think Independently

Don't be afraid to question norms; original thinking leads to better decisions and clearer direction.

Act Intentionally

Build your business with conscious, values-aligned choices rather than reacting on autopilot.

Seek Mentorship

Surrounding yourself with trusted advisors early can accelerate growth and prevent avoidable mistakes.

Invest in Leadership

Develop your leadership skills early to create healthier structures and cultures as you grow.

Evolve Continuously

Learn from missteps, stay adaptable, and build with the intention of making a positive, lasting impact.



Connect with Alex Holliman:

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Meet Alex Holliman

Welcome to this week's edition of The Power Gradient. In this issue, I'm excited to share the inspiring story of Alex Holliman, founder of Climbing Trees, a B Corp certified PPC and SEO agency dedicated to helping purpose-driven brands grow online while staying aligned with their values. Alex's journey reflects a thoughtful approach to building a business that prioritises people and the planet while still delivering exceptional results for clients, and his story offers a refreshing perspective on what modern entrepreneurship can look like.

Question MAINSTREAM Thinking

Alex's approach to entrepreneurship was shaped early in life by a family known for its strong work ethic, a trait he initially avoided but over time came to appreciate as essential to long-term growth. This foundation taught him the value of persistence and personal accountability, even and especially in moments of uncertainty. Another defining influence was his natural inclination to question mainstream thinking, a mindset that sometimes created challenges but ultimately encouraged deeper reflection, independent decision-making, and an openness to forging his own path rather than simply following the crowd.

Evolving Catalyst

A pivotal chapter in his journey came when Climbing Trees embarked on the B Corp impact assessment, a rigorous process that demanded deep reflection on the company's operations, values, and long-term goals. This assessment not only reshaped how the business approached its responsibilities to staff, clients, the community, and the environment, but also provided a clear structure for becoming more intentional in every decision made. The experience served as a catalyst for Alex, clarifying what it meant to run a company that prioritises stakeholder wellbeing and long-term impact over short-term gain. It reinforced the idea that meaningful entrepreneurship is rooted in consciousness, responsibility, and the willingness to evolve continuously.



Protecting Integrity

In reflecting on the early years of Climbing Trees, he acknowledges that it would have benefitted greatly from seeking guidance and surrounding himself with trusted mentors much earlier in the journey. A board of advisors could have offered perspective, encouragement, and strategic insight during difficult moments, allowing him to navigate uncertainty with more confidence and clarity. Throughout, Alex relied on his instinctive response to adversity: working harder, focusing deeply, and giving everything he had to support clients and protect the integrity of the business. Treating clients as people first and maintaining strong relationships became a cornerstone of the company's resilience, helping Climbing Trees thrive even when resources were limited or challenges felt overwhelming.

Be The Force 4 Good

Alex acknowledges the mistakes that helped him learn and grow, such as not investing earlier in formal leadership development, not hiring as strategically as he could have, and allowing unclear structures or unhelpful behaviours to persist longer than they should have. Yet each of these challenges strengthened his understanding of what truly matters in building a healthy organisation. His message to aspiring entrepreneurs, prove that business can be a force for good. Focus on the wellbeing of owners, staff, clients, the local community, and the environment, entrepreneurs can create companies that succeed commercially while making a meaningful and lasting positive impact.