



7 TIPS AND TRICKS TO GET YOU ON THE ROAD TO B CORP CERTIFICATION

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HERE ARE SEVEN TIPS AND TRICKS TO HELP YOU ON THE ROAD TO B CORP CERTIFICATION:

1. Start by understanding the B Corp certification process and the criteria you must meet. Please familiarise yourself with the B Impact Assessment (BIA), the tool used to assess a company's impact on its workers, community, and environment. Take this free short course offered by B Lab (the not-for-profit behind B Corp Certification):

<https://blabanz.thinkific.com/courses/behind-the-b-intro-to-bcorp>

2. Engage your stakeholders in the B Corp certification journey, including employees, customers, and suppliers. Stakeholder engagement will not only help you get a better understanding of your impact but also demonstrate your commitment to creating positive change.

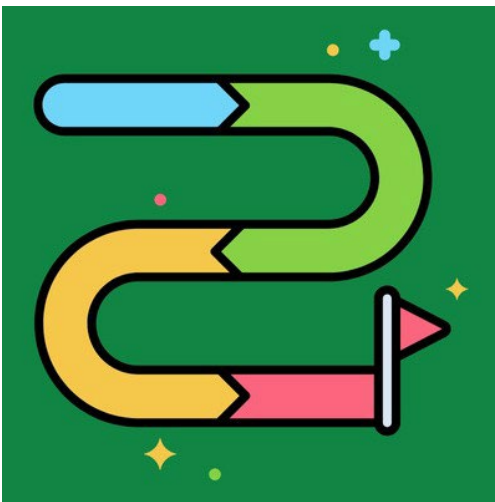
3. Focus on the areas where you can have the most significant impact, such as reducing your carbon footprint or improving employee satisfaction. Companies interested in B Corp certification are usually already doing great work supporting the greater good of people and the planet.

Establishing your Impact Business Model (IBM) will help you prioritise your efforts and maximise your time and resources. We love helping businesses develop their IBM. [Book a call](#) to discuss how we can help craft your IBM and make a positive impact.





4. Use data and metrics to measure and track your progress. This will not only help you demonstrate the impact of your efforts but also help you identify areas for improvement.



5. Collaborate with other B Corps to share best practices and resources. The B Corp community is a supportive network of like-minded businesses, and you can learn much from your peers. Here is the link to B Corp Directory. Use the filters to search for companies to buy from, work with or learn more about B Corps:

<https://www.bcorporation.net/en-us/find-a-b-corp/>

Client Testimonials

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Kathy and Good4Business have led our business through an insightful, thorough and astute process to the essence of who we are, what we do, why we do it and how to most effectively connect with our tribe; the value add will be long term.

Denise Dyer - Safaris for the Soul

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6. Build a strong narrative around your impact, and communicate your story effectively to customers, employees, and other stakeholders. Sharing your story will help build support for your efforts and increase awareness of the importance of B Corp certification. Not sure where to start with a Communications Plan? As part of Good4Business 1:1 coaching, we co-create a communications plan that makes sense for your business and its stakeholders. Contact Us to learn more about 1:1 coaching [here](#).

7. Finally, be persistent and keep your eyes on the prize. Stay focused, be patient, and celebrate your progress along the way. The B Corp certification process can take time and effort, but the benefits are well worth it. Contact Good4Business and start your journey today.

Book a call today



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Kathy