



Become B Corp Certified

**A GUIDE TO UNDERSTANDING
WHY IT'S CRUCIAL TO THE
FUTURE OF YOUR BUSINESS**

Definitii



WHY do businesses need to change now?

Because people are demanding businesses do better...

It is no longer good enough to be a profit driven business only. We must focus on ALL stakeholders and not just shareholders alone.

This includes employees, contractors, suppliers, our community and of course our environment. Businesses must focus on being purpose, people, community and planet led.

More and more studies & research are showing that consumers are demanding more and are actually spending more with companies that focus on their social & environmental impact. Furthermore, consumers genuinely want brands to help them make a difference, to show them the way.

You just have to look at this article from Forbes about how "88% Of Consumers Want You To Help Them Make A Difference."

What is a B Corp?

Certified B Corporations are leaders in the global movement for an inclusive, equitable, and regenerative economy. Unlike other certifications for businesses, this third party certification is unique because it can measure a company's entire social and environmental impact.

There are currently over 6,500 certified B Corps across 161 industries, in 89 countries. In Australia and Aotearoa New Zealand there are about 500 certified B Corps, in the UK about 1,200.

We are in the early adopter phase, however the "B" awareness is growing quickly and gaining momentum. You may have been exposed a lot more to the "B" as March was "B Corp Month" and the 6,500 + B Corp community is shouting loudly & proudly about why it is important and what it means.

However, many people and businesses don't fully understand its value, what is involved or if it is worth looking into and for the people that do understand it and see its value a lot of people fear the process and the work involved.

Did you know?

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Why B Corp?

1

There are a couple of major shifts happening right now in the world.

Product certification vs Company certification

The major shift with third party certifications is that we are moving from an era of product certifications to company certifications.

Whilst product certifications are still valid and important in a company's journey, people want to know you are doing good not only with your product/ service but across your entire company.

This is where the B Corp certification can help, as it assesses your entire company's social & environmental impact from internal governance to the health & well being of your employees, to how you contribute to your local community, to how you choose your suppliers, to measuring your product/ service environmental impact to how you engage with customers.

Why B Corp?

Shareholder Corporations vs Stakeholder Corporations

For a long time, we were told that businesses' sole purpose was to make money, that is it. This was largely driven by Milton Friedman in the 70s but with the challenges we face today, we clearly know that philosophy is no longer valid.

You just have to read McKinsey's article on "From there to here: 50 years of thinking on the social responsibility of business" to understand this shift in depth.

The view of starting a business to solely make profit and deliver to shareholders is now obsolete, here you can check out Larry Fink's, CEO of Blackrock, message in 2022 all about this shift in capitalism.



Why B Corp?

3

Unconscious Living vs Conscious Living

From a very simplistic point of view, the majority of people have changed and have evolved as humans, especially in the last three years.

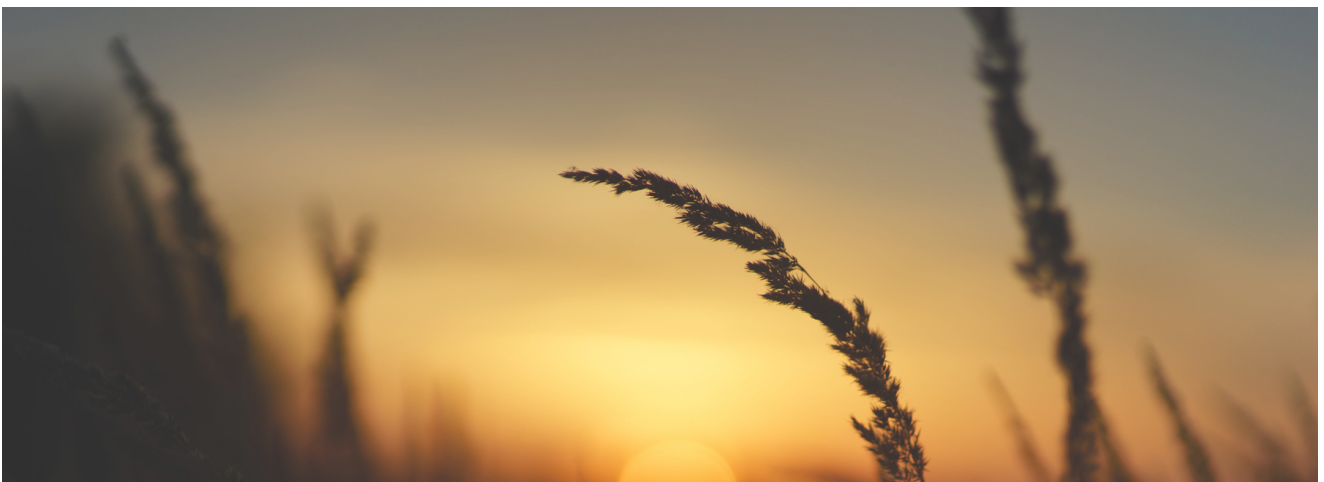
Fundamentally, people's values, beliefs, habits, actions & expectations have changed and we are now living in an a world where people are becoming more aware, more intentional and living more consciously.

With these fundamental shifts, you can absolutely use the B Corp framework (and community) to guide & support you to become more conscious in your business decision making too.

How do you become a B Corp?

In order to become B Corp certified you must complete the Business Impact Assessment (BIA). This assessment is rigorous, detailed and holistic. It asks questions across every area of your business from Governance, Workers, Community, Environment and Customers so it is not exclusively focused on a single social or environmental issue.

These 200+ questions can act as a framework for you to understand the fundamentals of how you can create a business that is for the greater good of people and our planet.



What are the benefits of becoming a B Corp?

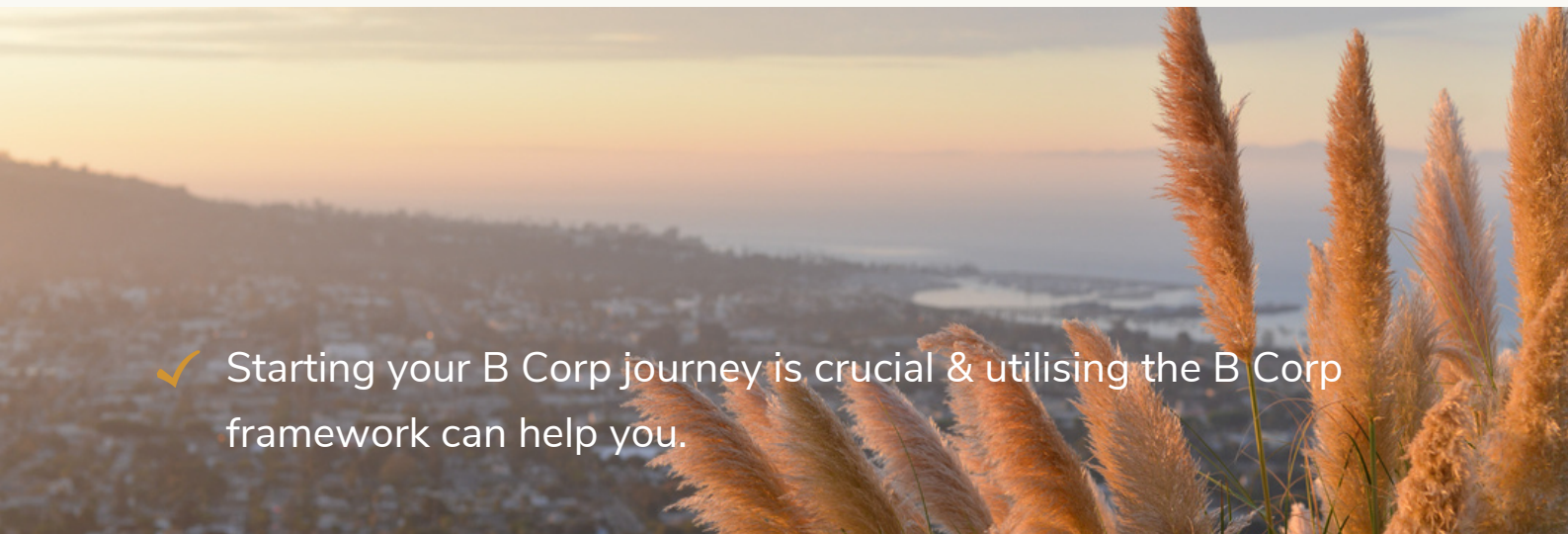
1. Differentiates you from pretenders
2. Reconnects you to your core purpose & values
3. Allows you to benchmark your impact & performance
4. Connects you with a like-minded community
5. Empowers you to partner with peers around the world
6. Helps with attracting & retaining talent



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OUR VIEW

- ✓ At Definitii, we believe the B Corp movement, framework and certification process is a great tool to help people and businesses make this change. We know change is not always easy, not many people like it but ultimately we need to do it to stay true and relevant.

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- ✓ Starting your B Corp journey is crucial & utilising the B Corp framework can help you.

- ✓ We don't believe the B Corp is perfect, nothing and no one is however we do believe it is the best tool to use to ask questions and progress forward.

Definitii - What on earth does this made-up word mean?!

We hear you — this is a combination of the words Defining and Infinity. This is because we want to empower businesses to make defining decisions and commit to infinite positive change for the greater good of all.

Definitii

A PURPOSE DRIVEN CHANGE CONSUTANCY

Our Founder

Michelle Sutherland

Michelle has been helping people and businesses change for over 15 years.

In her corporate career, she became an expert in change management, employee engagement and social responsibility.

Michelle truly believes the B Corp process empowers businesses to be better and to lead for the greater good of all.

As a B Consultant, she helps businesses to complete the B Impact Assessment & to improve their social & environmental impact.



B Consultant

Want to stay ahead of the curve?

[Schedule a Call](#)



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A PURPOSE DRIVEN CHANGE CONSUTANCY

Three ways you can work with us:

1

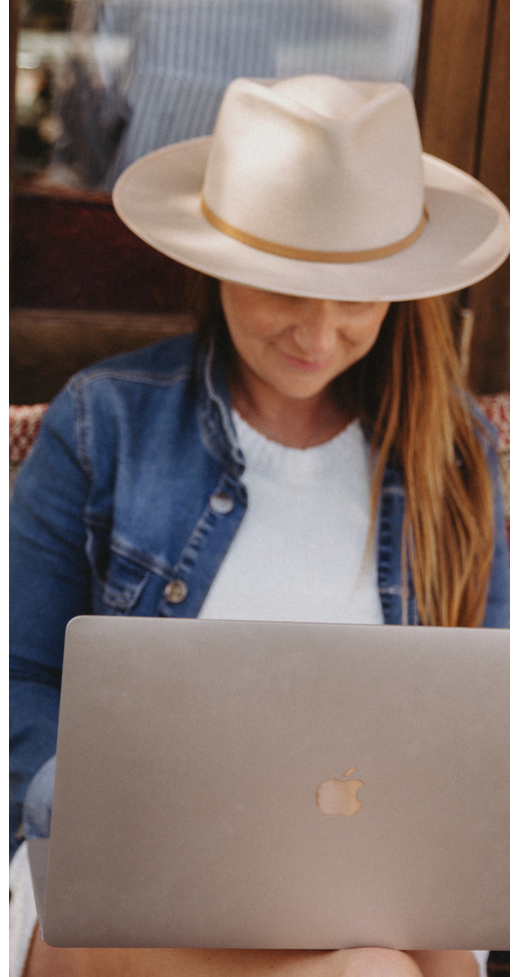
Book a free 15-min
Discovery Call

2

Attend our next free
monthly webinar

3

Join our wait-list to attend our
next B Corp 101 Online Course



Get in touch for more info

[Schedule a Call](#)



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