

# THE VALUE IN BEING A B CORP

## IT'S A GLOBAL MOVEMENT OF LEADERS

B Corps are aligned by both purpose *and* performance; they work collectively around the world to address the planet's most pressing issues.

## DIFFERENTIATION FROM COMPETITORS

Being a B Corp should be more than just good marketing. But the bonus to doing the right thing for people and the planet is that you and your business will be seen as the leader(s) that you are. Customers are voting with their money, being a B Corp makes that vote easier.

## BENCHMARK & IMPROVE PERFORMANCE

As a purpose-driven company, the B Corp assessment provides guidelines by which to measure your purpose-driven credentials. By providing these benchmarks and assessing improvement against them, B Corps are in essence 'competing' to be the best businesses for everyone. It's win win!

## ATTRACT, ENGAGE & RETAIN TALENT

Being a B Corp is a clear signifier that your business puts the needs of people (both external and internal to your company) at the forefront of what you do. Employees don't leave their values at home and if you're able to attract the right talent, and keep them, this will make your business even stronger.

## PROTECT YOUR PURPOSE

Traditional companies are structured to maximise their profit above all else. The B Corp legal standards ensure that the values of the business are part of its legal structure, which in turn ensures that profit is just one part of their mission, alongside people and the planet.

## CHANGE THE SYSTEM

B Corps are setting the precedent of long-termism being the foundation for better business, proving both its viability and necessity. Being a part of that change is invaluable to any purpose-driven business.

## USEFUL LINKS

- B Corporation: <https://bcorporation.net/>
- B Corp UK: <https://bcorporation.uk/>
- Become B Corp Certified with betternotstop: <https://betternotstop.com/become-b-corp-certified/>

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