

**Certified**



**Corporation<sup>®</sup>**

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# Business as a Force for Good: Building Purpose into Your Business DNA

The Doyenne Group  
May 21, 2020

# About Us

@VistaGlobalMary  
@BLocalWisconsin



## THE ISO-LEARNING SERIES

"BUSINESS AS A FORCE FOR GOOD: BUILDING  
PURPOSE INTO YOUR BUSINESS DNA"

5.21.20 | 1PM



CAROLINA MIRANDA  
CULTIVATING CAPITAL



MARY STELLETTO  
VISTA GLOBAL

BROUGHT TO YOU BY

DOYENNE

# Certified B Corporation

- A certification conferred by the nonprofit B Lab
- A company that meets a high level of social and environmental performance AND makes a legal commitment to consider all stakeholders
- Any for-profit company in any country can pursue certification (LLC's included)

**VS.**

# Benefit Corporation

- A corporate form (taxed like a C-corp or an S-corp) that has a higher level of transparency, accountability and purpose
- A legal entity that has protection and permission to consider its impact on all stakeholders, not just shareholders
- Available in 34 states in the U.S., Puerto Rico, & Italy



**Lab**<sup>®</sup>

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B Lab serves a global movement of **people using business as a force for good.**

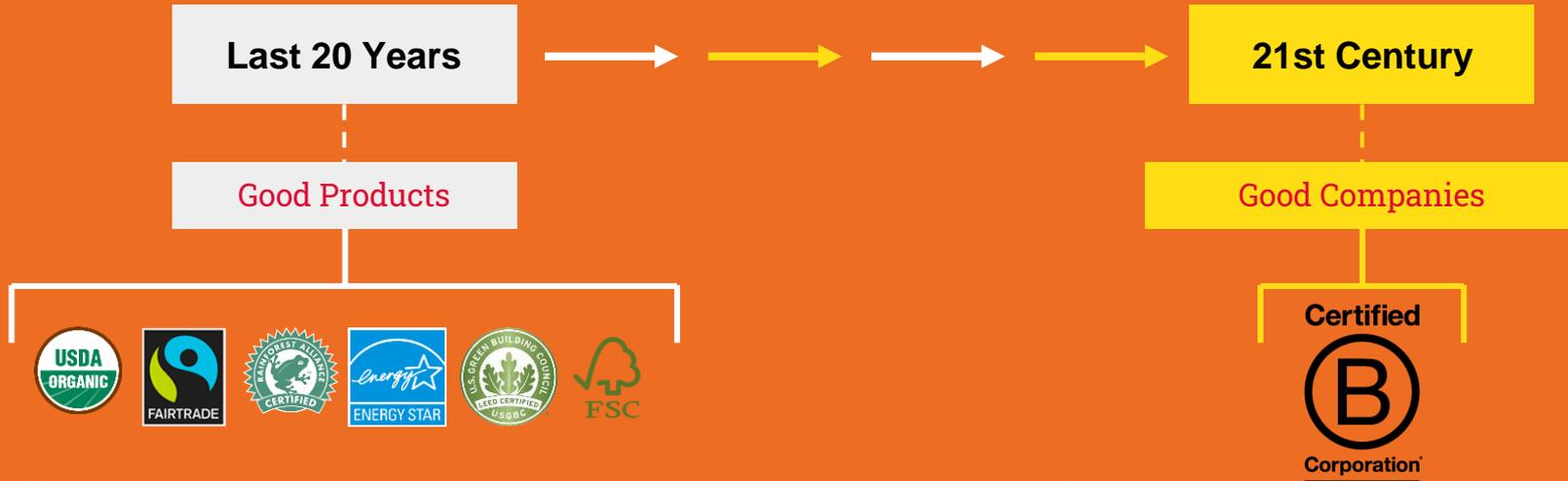
B Lab's vision is that one day all companies will compete to be **best for the world**, and as a result society will enjoy a **more shared and durable prosperity.**



# The Evolution of Business



# People are Demanding Better



“ 90% of Americans say that companies must not only say a product or service is beneficial, but they need to prove it.”

“ 73% of consumers care about the company, not just the product when making a purchasing decision.”

– BBMG

**Certified**



**Corporation**

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B Corporation certification is to business what Fair Trade is to coffee or LEED is to a building.



**Certified B Corporations** are leaders of a global movement of people using business as a force for good.

They meet *verified* higher levels of

1. Social and environmental performance
2. Transparency
3. Accountability

The B Corp  
community is good  
company to keep.

3327+  
CERTIFIED B CORPS

71  
COUNTRIES

150+  
INDUSTRIES

1  
UNIFYING GOAL

# Certified



# Corporation<sup>®</sup>

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## Why Certify?

1. Maintain Mission
2. Differentiate from Pretenders
3. Benchmark and Improve Performance
4. Attract and Engage Talent
5. Collaborate with Peers
6. Save Money and Access Services
7. Generate press
8. Raise Capital

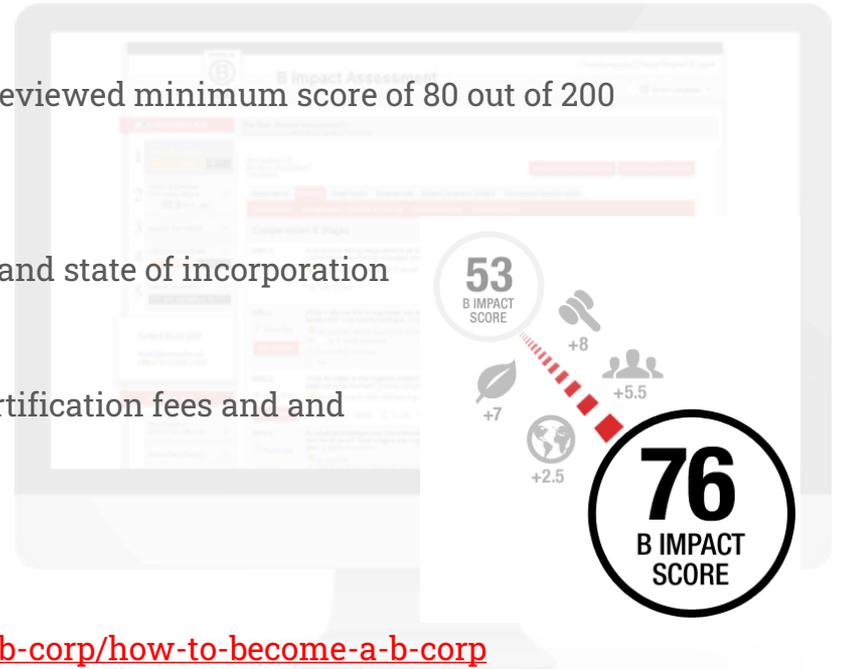


# Who Can Certify?

- For-Profit Companies of Any Size
- Any Industry / Geography
- Customized assessment based on industry, size, geography
- Any Legal Structure (sole proprietors, LLC's, Corporations, etc.)
- Companies over 1 year old – special Pending B Corp program for start-ups

# How does a company certify?

- 1 Meet Performance Requirement**  
Complete the [B Impact Assessment](#) and earn a reviewed minimum score of 80 out of 200 points
- 2 Meet Legal Requirement**  
Determine the path for your corporate structure and state of incorporation
- 3 Make it Official**  
Sign the Declaration of Interdependence, pay certification fees and and put a profile up on bcorporation.net



To learn more, visit: [www.bcorporation.net/become-a-b-corp/how-to-become-a-b-corp](http://www.bcorporation.net/become-a-b-corp/how-to-become-a-b-corp)

# Meet the performance requirement

Customers



Environment



Governance



Community



Workers



The B Corp community is good company to keep.



**VISTA GLOBAL**  
Coaching & Consulting



Location: **Madison, WI**

Product/Service: Nonprofit Consulting & Coaching

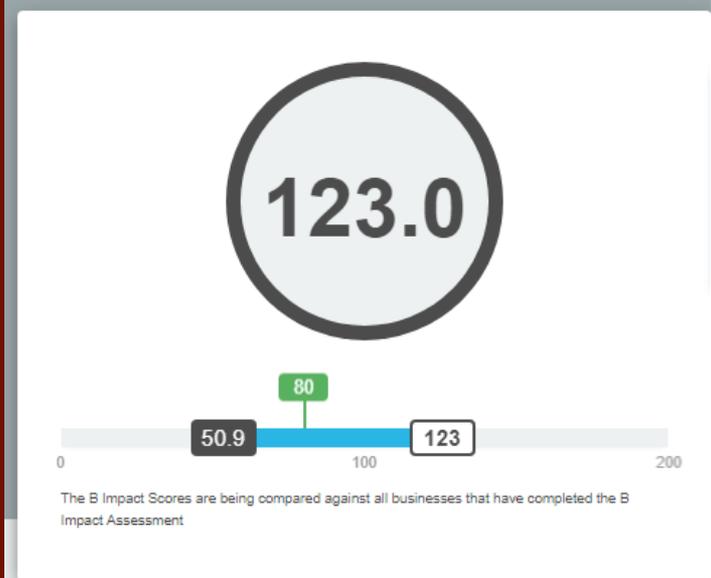
> 5% of time volunteer service.

1% of revenue donated to nonprofits.

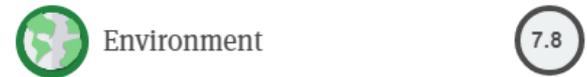
>20% spending on local suppliers.

100% woman-owned.

95% of services address social/economic problem through customers



### Impact Area Scores ⓘ



# Certified



# Corporation

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# Get Involved

1. [SDG Action Manager](#)
2. [B Impact Assessment](#)
3. [B Local Wisconsin](#)
4. [We The Change](#)



# SDG Action Manager

Developed by B Lab and the United Nations Global Compact, the SDG Action Manager is a web-based impact management solution to enable businesses to take action on the Sustainable Development Goals through 2030.

[Start here](#)



Artisan Dental, LLC

- Notifications
- Dashboard
- Reviews
- B Impact Assessment
- Inclusive Economy Challenge
- Question Filter
- Reports
- Goals
- Certification
- Onboarding
- Assessments
- Settings

## Dashboard

### Verified Score

OVERALL SCORE

**82.3**

CERTIFICATION DATE  
**April 29, 2017**

RECERTIFICATION DATE  
**April 30, 2020**

[VIEW REPORT](#)

### 2019 - Active

OVERALL SCORE

**89.6**

OPERATIONS SCORE	IMPACT BUSINESS MODEL SCORE	N/A SCORE
<b>79.6</b>	<b>10.0</b>	<b>0.0</b>

**Governance 15.8**



### Introducing the SDG Action Manager Beta

Test the beta version of the SDG Action Manager to provide feedback as we prepare to release this new solution in January 2020.

Developed by B Lab and the United Nations Global Compact, the SDG Action Manager will be a web-based impact management solution to enable your business to take action on the Sustainable Development Goals through 2030.

[LEARN MORE](#)

### Next steps

# B Impact Assessment



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[Case Studies](#)

[About](#)

[Log In](#)

ENG ▾

The latest version of the B Impact Assessment standards is now available!

## The B Impact Assessment

The most credible tool a company can use to measure its impact on its workers, community, environment, and customers.

[Get Started](#)

Join **50,000+** businesses using this free, confidential tool

# **B** LOCAL WISCONSIN

B Local Wisconsin exists to foster and deepen connections among organizations and individuals in our state who share our purpose and passion for using business as a force for good.

Currently, there are 14 Certified B Corporations™ in Wisconsin!

Web: [www.blocalwisconsin.org](http://www.blocalwisconsin.org)

Facebook: [@blocalwisconsin](https://www.facebook.com/blocalwisconsin)

Instagram: [@blocalwisconsin](https://www.instagram.com/blocalwisconsin)

Twitter: [@BLocalWisconsin](https://twitter.com/BLocalWisconsin)

Contact: [blocalwisconsin@gmail.com](mailto:blocalwisconsin@gmail.com)

## Certified B Corporations in Your Backyard

Certified B Corporations are leaders of a global movement of people using business as a force for good.



[www.blocalwisconsin.org](http://www.blocalwisconsin.org)



Photos courtesy of EILEEN FISHER

## WE WILL:

- Advance women's leadership, prosperity and well-being
- Promote sustainable business practices and innovations
- Increase the flow of capital to women-led enterprises
- Advocate for systemic changes to uplift marginalized identities
- Align with the United Nations' Sustainable Development Goals



<https://wethechange.net/>

**Redefine success in business.  
Help create the new economy. Build a  
better business.**

**Compete to be not only the best in the  
world, but the best for the world.**

**Join Us**

A stylized illustration of a mountain range at the bottom of the page. The mountains are rendered in various shades of blue and teal, with some peaks topped by small yellow flags. The background behind the mountains consists of light blue, rounded shapes representing clouds or mist.

# Questions?

Mary Stelletto

[www.vistaglobalcc.com](http://www.vistaglobalcc.com)

[mary@vistaglobalcc.com](mailto:mary@vistaglobalcc.com)

Carolina Miranda

[www.cultivatingcapital.com](http://www.cultivatingcapital.com)

[carolina@cultivatingcapital.com](mailto:carolina@cultivatingcapital.com)

