

B CORP KICKSTARTER

For purpose-led businesses who want to:

- * Boost customer loyalty & trust
- * Balance purpose and profit
- * Retain & attract the top talent in the market
- * Reduce environmental impact
- * Increase operational savings
- * Communicate an authentic sustainability message to clients
- * Strengthen company values
- * Stand out from the competition

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The B Corp Kickstarter is designed as a starting point for businesses working to achieve B Corporation certification. The B Corp Kickstarter is a first step gap analysis to help you achieve the 80 points required for certification in a streamlined & systematic way:

- **1st Pass of B Impact Assessment:** I encourage you to download the [B Impact Assessment](#) and complete a first run of the assessment yourself. This will give you an idea of the types of questions you will be asked about your business. You can also download my free [B Corp checklist](#).
- **Assessment Review:** Once you've completed a first pass, we will review your answers and score together to start to determine the best way to move forward and to allow you to ask any questions.
- **Gap Analysis:** This will allow me to carry out a gap analysis for you to determine the best way to get you to the required 80 points and certification.
- **B Corp Action Plan:** I will then issue you with a tailored action plan which will include a points buffer to ensure we have some room to play with when we get to the stage of providing the B Corp assessor with evidence following the review call.
- **Action Plan Review:** We will then have a second review to run through the details of the action plan to be sure you are comfortable with what each action entails.

BONUS INCLUSIONS: To support you in closing out your action plan, I will provide you with a selection of editable workbooks and templates that you can use to build your procedures or set environmental targets, for example.

You can choose to implement any recommended changes yourself or I can support in specific areas that you may not feel you have the knowledge or time to complete. This can be discussed during your Action Plan Review.