

# 10 Ways Accelerate Your Business Using a B Corp Certification

LifeElevated Consulting  
“B Corp Certifications Made Simple!”

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## BUSINESS INSIGHTS

1. Sustainability Movement
2. The “B Corp”
3. Triple Bottom-Line Thinking

Becoming a certified B Corp is a commitment many companies are fearful to begin. It takes time and puts pressure on a company to be transparent. This commitment requires companies to complete a B Impact Assessment every 2 years. LifeElevated Consulting takes the guesswork out of the certification process so your company can reap the benefits of a B Corp Certification. Here are 10 ways a B Corp Certification can improve your business.

### 1. Access the B Hive

The B Hive is a LinkedIn type of network supported by B Lab. All

Certified B Corporations can join the B Hive and it allows all members to network. This benefit of becoming a certified B Corp makes it possible to choose suppliers for your products from fellow Certified B Corps. It also provides the potential to share best practices with other B Corps promoting collaboration and fostering the growth of responsible business.

### 2. Engage Employees

Employee's working for a Certified B Corp are not typical employees. They most likely chose to work for a B Corp because they wanted to work for a company that has a purpose greater than profits.

Working towards a goal greater than profits such as



climate change or social justice encourages employees to work harder. When working for something bigger than a paycheck results in harder work and closer, community type atmosphere at work. You can also expect less turnover because of the commitment and belief in your company's vision.

### 3. Conduct a Higher Quality Talent Search

Millennials and Generation Z look for more than a paycheck during the job search. They look for companies that stand for something Being a Certified B Corp allows perks for high performing graduate students. Some MBA programs have started forgiving student loans for former students who work for Certified B Corps. This provides a financial incentive to go along with the social incentive to increase job applications and talent of a Certified B Corp.

### 4. Access the Rising Levels of Impact Investors

Impact Investing has grown rapidly in the past three years with 2020 alone having Assets Under Management for all Impact Investing fund grow 42.4%. This has brought the total assets under management for impact investing funds to about \$715 Billion. The biggest controversy among investors is that Impact Investing funds do not meet all criteria. Being a certified B Corp shows both funds and its investors that a company meets the highest criteria for social and environmental purposes.

### 5. Gain More Loyal Customers

According to Unilever's CEO, "Two-thirds of consumers around the world say they choose brands because of their stand on social issues, and over 90% of millennials say they would switch brands for one which champions a cause." The Certified B Corp logo shows consumers that your company champions a cause. These consumers are more likely to use these products from B Corps and continue using them well into the future.

### 6. Spend Less on Marketing

To informed consumers, the Certified B Corp logo on your website or packaging says everything they need to know about what your company stands for. Marketing as a certified B Corp allows a company to align its products with other recognizable B Corp brands as more socially responsible consumers will seek out certified brands. This allows more resources to be focused on the product and delivering your mission. All Certified B Corps can also post for free on CSWire which is a leading information center for sustainability news. This has a monthly reach of about 80 Million people.

## 7. “Walk the Walk” When it Comes to Sustainability

A major problem with the sustainability movement is that many companies make empty promises. They claim large scale initiatives or have lofty goals long into the future that rarely come to fruition. By becoming a Certified B Corp, a company must take action. Companies do not become Certified B Corps on accident. It takes time and effort to develop policies and actions to score an above an 80 on the BIA and become certified. This shows employees, investors, consumers, and many others that action is being taken, not just empty promises.

## 8. Be Promoted by the B Lab

Being a Certified B Corp helps a company gain support from B Lab. This is the founding group that created the B Corp movement and gives B Corp certifications. Once certified, a

company can use the reach of B Lab. B Lab has a reach of about 19 Million people monthly through its website and it features many Certified B Corps in posts every month. People looking on the B Lab website look there because they care about sustainability and want to support B Corps. Promotion on the B Lab website has high engagement and goes a long way.

## 9. Benchmark and Improve Performance

When completing B Corp Certification, a company takes the B Impact Assessment. It must score an 80 or higher to be eligible for certification. The BIA has several categories to see where a company has its largest and smallest impact. With this assessment you can find areas to improve your company to make it even more responsible. You can also see creative ways other B Corps are becoming more responsible and implement similar practices into your company. This allows you to make your purpose larger and more impactful.

## 10. Generate Awareness

In recent years media has gained a strong interest in companies mixing purpose and profit. As the B Corp Movement continues to grow this trend of media interest seems primed for growth as well. Having a B Corp Certification shows the media that you want your business to solve a social or environmental problem and you can partner with the media to get your mission to the public. This can allow you to vocalize your mission and gain more support for your mission.

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## Putting it all Together

Becoming a Certified B Corp pays dividends. It provides an easier way to promote your company and everything that you stand for. You can gain support from other Certified B Corps through the B Hive and connect with likeminded companies. The talent search will yield higher level applicants and you can expect more engaged employees. Simply considering a B Corp Certification means you and your company want to be a force for good. Take the next step and schedule a consultation with LifeElevated Consulting.

For more information about how a B Corp Certification could improve your business, check out [www.LifeElevatedConsulting.com](http://www.LifeElevatedConsulting.com) or email [Dr. Sean Dixon](mailto:Dr.SeanDixon@LifeElevatedConsulting.com) for a free Consultation!

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