

Day 1

Start: 8:30 am

Welcome
Introduction & context
B Corp & B Lab Introduction
Why measure impact performance

Lunch break : 12:00 - 1:30pm

BIA Introduction
Certification Process
Case study Instructions

End: 5:00 pm

2 weeks - Case study

Day 2

Start: 8:30 am

Welcome back
Practical cases :

- Governance
- Workers
- Community
- Environment
- Clients

Lunch break : 12:00 - 1:30 pm

Exploring Impact Business Models (IBMs)
Disclosure Questionnaire
Next steps as a B Leader

End: 5:00 pm

Online B Leaders Training

B Leaders is a training program designed by B Lab to empower practitioners who want to lead organizations through the B Corp certification and work with businesses to measure what matters. The program is suitable for internal and external leaders. Through their practices and business models, companies are at the heart of sustainable development issues. This intensive training will allow you to identify your company's overall performance drivers, evaluate practices that have a societal and environmental impact and develop an improvement plan. By using the B Impact Assessment tool, you will acquire the skills necessary to measure social performance (governance, employees, environment, community).

Objectives

- Acquire expertise: discover the close link between the social impact and the economic performance of an organization.
- Create an innovative long-term value proposition.
- Gain confidence in your ability to mobilize around a structured sustainability approach: understand the method of measuring sustainable impact of the international B Impact Assessment standard and identify the implementation in your organization.
- Acquire the techniques to involve key people in your organization.

Target Audience

B Corp champions: Employees in management, HR, training and development, quality, audit functions (leading the change internally).

B Leader Advisors: Consultants and advisors (leading the change externally).

Content

- Introduction to the B Corp Movement
- B Impact Assessment
- Measuring the impact of business models by sector of activity.
- Practices and their impact on sustainable development issues in the following areas: workers, community, environment, governance, business model.
- Case study Exercise

Methodology

An open learning environment that encourages and facilitates dialogue, discussion and feedback. Internationally recognised practical exercises based on the B Impact Assessment standard, which allows actions to be implemented using proven methodologies and tools. Mobilize skills directly and actively during training through the implementation of concrete cases.

Duration

2 day online training

About the Trainers



B Lab is an NGO, which opened its Swiss office in **June 2017**. This particular session will be the **12th B Leaders training** in Switzerland.

Today there are over **100 B Leaders in Switzerland**, mainly in Romandie.

About the B Corp Certification



B Corporations are a movement of certified companies that meet the highest standards of verified social and environmental performance, public transparency and legal accountability. Their common objective is to redefine the notion of performance in the business world in order to align the interests of their business with those of society and the environment.

- **40+** certified companies in **Switzerland**
- **+600** certified companies in **Europe**
- **+4000** certified companies **worldwide**

About the B Impact Assessment Tool



The B Impact Assessment is at the heart of B Lab's systemic change, and is the most credible tool a company can use to measure its impact on its workers, community, environment, and customers.

The B Impact Assessment allows to identify and measure which practices make a difference, as well as to identify improvement opportunities, with the help of a sectoral benchmark.

- Used by **100,000 organisations** worldwide
- The B Impact assessment tool is translated into **6 languages** (Chinese, English, French, Italian, Korean, Spanish)

NEXT TRAINING

9th and 23th of March 2021

Price CHF 850 (excl. VAT)

Confirm your seat by proceeding to payment:

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