

B Leaders Training - Online

B Leaders is a training program designed by B Lab to empower practitioners who want to support companies in measuring their social and environmental performance, improve their impact and lead them through B Corp certification.

Through their practices and business models, companies are at the heart of sustainable development issues. Using the B Impact Assessment Tool, this intensive training will enable participants to measure a company's performance in relation to governance, workers, community, environment and customers. In addition, they will also be able to identify opportunities for improvement, especially those which generate a greater impact, in order to develop effective action plans.

Target Audience

- Internal Leaders : Employees in management, HR, training and development, quality, audit functions within Swiss based companies
- External Leaders : Consultants and advisors

Objectives

- Discover the close link between social impact and 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 sustainable impact measurement method of the international B Impact Assessment standard and identify its implementation in your organization.
- Acquire the techniques to involve key people in your organization.

Content

- Introduction to the B Corp Movement
- Introduction to the B Impact Assessment tool
- B Corp certification process
- Practices and their impact on sustainability issues in the following areas: governance, workers, community, environment and customers
- Measure of Impact Business Models by sector of activity
- Group Work on a practical case in between the two sessions (4 Hours of work)

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 ½ day online training

Day 1

Start : 8:30am

Welcome
Introduction and context
B Lab Mission
B Corp Movement
Why measure impact ?

Lunch Break : 12:00 - 1:30pm

Introduction to the BIA
Certification process
Case Study instructions

End : 5:00pm

2 weeks - Case study

Day 2

Start : 8:30am

Welcome
Case Study presentations
BIA Impact Areas

Lunch Break : 12:00 - 1:30pm

Impact Business Models
Disclosure questionnaire
Being a B Leader (next steps)

End : 5:00pm

Day 3 - English & French Sessions combined

Start : 2:00pm

Welcome
Refresh on notions learnt
Swiss Triple Impact Program
Hybrid Pathway 2.0
Networking

End : 5:30pm

About B Lab



B Lab Switzerland is the Swiss branch of a global non-profit organisation that supports a community of people using business as a force for good.

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.

- **45** 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 **5 languages** (English, French, Italian, Portuguese, Spanish)

B Leaders Pathway

Trained B Leaders - After the training, all participants will:

- receive by email a certificate of participation and a Memorandum of Understanding to be signed.
- Get access to our community communications channels & online resources

Affiliated B Leaders - Participants who want to become affiliated with B Lab Switzerland will:

- support a company in the measurement of global performance using the BIA & develop an action plan to improve the company's impact score based on recommendations (B Leaders' Project)
- Organize a review session with B Lab Switzerland to validate their Affiliated status
- Get an online profile on B Lab Switzerland's website

Validation criteria for the B Leaders' Project

- The project must be finalized within 8 months after the second day of training to validate the affiliation.
- Accompanied organizations must have their headquarters in Europe.
- If the project is for a for-profit company, the organization must have a minimum of 2 employees.
- If the project is for a non-profit organization, the organization must have a minimum of 5 employees.
- If the project is for a start-up company (less than one year of operations) it will be required to accompany the company until it obtains the status of B Corp Pending.
- If the project is for an SME, a maximum of 3 B Leaders will be required to validate the affiliation.

For more information don't hesitate to contact the following email address : contact@bleaders.ch.

Price CHF 1'150 (VAT included)

Confirm your participation by proceeding to payment:

Bank details:

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