

## Programme

### Day 1

Start: 8:30 am

Introduction to the B Corp movement  
Introduction to the BIA  
Introduction to B Leaders  
Social and environmental performance and impact measurement

Lunch break

Governance performance measurement  
Presentation of 3 practices  
Practical exercises  
Feedback and discussion

Performance measurement related to *workers*  
Presentation of 3 practices  
Practical exercises  
Feedback and discussion

End: 6:00 pm

### Day 2

Start: 8:30 am

Environmental performance measurement  
Presentation of 3 practices  
Practical exercises  
Feedback and discussion

Community performance measurements  
Presentation of 3 practices  
Practical exercises  
Feedback and discussion

Lunch break

Clients performance measurements  
Presentation of 3 practices  
Practical exercises  
Feedback and discussion

Impact Business Models (IBMs)  
Impact on beneficiaries and the community

End: 6:00

## Programme

### Day 3

Start: 8:30 am

Disclosure Questionnaire  
Sustainable Development Goals (SDGs)  
Introduction to the SDG Action Manager

How to drive the certification process (internal and/or external)?  
How to drive the verification process?

Lunch break

B Corp Testimony

Next steps  
B Corp certification and role as a B Leader  
Presentation of the Swiss Triple Impact

Wrap-up  
Final quiz  
Questions & answers

End: 5:00 pm

### Day 4

Start: 8:30 am

Case Study group presentations  
Questions & Answers

End: 12:00 pm

## 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

Company B Corp champions (leading the change internally).

Employees in management, HR, training and development, quality, audit functions.

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.
- UN Sustainable Development Goals (SDGs).
- 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

3.5 days boot camp

## About the Trainers



B Lab is an NGO, which opened its Swiss office in **June 2017**. This particular session will be the **7th B Leaders training** in Switzerland.

Today there are around **90 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.

- **32** certified companies in **Switzerland**
- **+600** certified companies in **Europe**
- **+3000** 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 **+80,000 organisations** worldwide
- The B Impact assessment tool is translated into **6 languages** (Chinese, English, French, Italian, Korean, Spanish)

## NEXT TRAINING

29th & 30th of March 2020

13th & 14th of July 2020

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Rue Jean-Dassier 7, 1201 Genève

**Price CHF 1250.- no VAT**

**Confirm your seat by proceeding to payment:**

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