

**GROW
GOOD**

Certified
B
Corporation

This company meets the
highest standards of social
and environmental impact



Grow Good B Better Budget Micro Business Programme



Hey!

Thanks for your interest in all things B Corp.

We are really excited by the opportunity to work with you to B Better!

Over the next few pages, I'll explain what our B Better Budget Programme is all about and how you can get involved.

Yours in purpose,



Tim Jones
CEO, Founder
& B Consultant



B Corp Cohort

You're a micro or small business on a tight budget but you really want to be a B Corp business.

You want to show the world that you're working towards positive environmental and social change so **certifying as a B Corp** is a no brainer.

But there's a 'but'. The B Impact Assessment is a little overwhelming, you're stuck and you can't afford a consultant to guide you through the process...



The Chia Sisters

B Better Budget

Here at Grow Good, we want every business to be able to start their B Corp journey, no matter their size or budget.

So our newest programme is the **B Better Budget**, a five-week cohort programme that takes a group of micro to small businesses through the B Corp application process together, via weekly hour-long online meetings.

At a flat fee per company of just \$1,950* ex GST, it's the most affordable way to get help from a trained B Corp consultant.

*NZ based clients could also get up to 50% subsidised by the Regional Business Partner Network funding scheme, talk to us about this help!

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How Does It Work?

1. We meet online for one hour a week on Zoom
2. You choose your company's B Keeper who will join the weekly meetings.
3. You, us, and the other cohort attendees, meet online for one hour a week.
4. Over five weeks, we teach you how to navigate the B Impact Assessment, we reveal the secrets to earning big points, and we give you access to a range of policy and procedural documents to make it even easier.
5. You have the confidence to then go and submit your B Corp Impact Assessment

Simple as that!



What Do You Get?

- ✓ The kick-off! A 60-minute interactive and energising workshop that gets ready for the B Corp journey and to meet your peers.
- ✓ Expert coaching over weekly hour-long Zoom meetings as we guide you through your B Impact Assessment in detail.
- ✓ Specific training on how to answer the questions to maximise your points and achieve that 80/200 score.
- ✓ Access our library of over 300 policy documents, ESG tracker templates, and more. This alone will save you hundreds of hours of time*.
- ✓ Training to reveal the secrets to unlocking the big point-scoring golden eggs known as the Impact Business Models.
- ✓ Join the exclusive B Better 100 Community to connect with others on the B Corp journey. Get mini-trainings and partner offers, plus in-person social and educational events.
- ✓ Introductions to the extensive Grow Good network (we recently helped one of our clients secure a podcast sponsor).
- ✓ Once certified, feature as a guest on our 'B Better Podcast'.

**NZ clients this includes a B Corp ready constitution worth c.\$2k*

What Do We Cover?

Week 1

Interactive Workshop - Kick-off! An introduction to the what, why and how of B Corp. Everyone in your company is invited to this session.

Week 2

Coaching Session 1 - Launching your BIA How to navigate the B impact Assessment (BIA) and going through the Governance and Customers Sections

Week 3

Coaching Session 2 - Review of the Workers Section

Week 4

Coaching Session 3 - Review of the Community Section

Week 5

Coaching Session 4 - Review of the Environment Section

Our Proven Methodology

The B Better programme we run has a proven methodology and we use it with all our clients for outstanding results. It includes everything you need to successfully reach the 80/200 points requirement for B Corp Certification because it is:

- ✓ **Structured** – We have a clear structure to navigate the Assessment.
- ✓ **Efficient** – We can typically get you through the process within 4 – 6 hours.
- ✓ **Effective** – You won't have to waste time starting many crucial documents from scratch.
- ✓ **Focused** – Breaking down the Assessment into bitesize chunks we keep you focused on what you need to do right now.
- ✓ **Accountable** – By working with us we'll make sure you get the work done that needs to be done.



The Outcome



By the end of our time together you will be stepping up to operate at the highest levels of social and environmental impact and have a plan of how to maximise your contribution long-term. Specifically, that means:

Outcomes For You:

- ✓ Get B Corp Certified
- ✓ A clear plan of action for where you can do more good in the future.

Outcomes For The Organisation

- ✓ Demonstrate to your stakeholders you are a truly purpose driven enterprise.
- ✓ Leading to a potential increase in revenue if you fully activate the impact.

Outcomes For The Planet:

- ✓ Another company leading the way in maximizing their positive impact – priceless!



‘Wait, I have questions...’

Q. ‘My business isn't in New Zealand, can we join a cohort?’

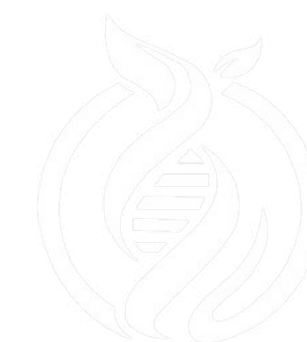
A. Definitely. Businesses from anywhere in the world are welcome. If we get a group of overseas businesses, we will add another cohort at a time suitable for that zone.

Q. ‘We would rather have private consulting, is that possible?’

A. Absolutely. We still have our regular consulting packages where we work one-on-one with a business on their B Corp application or recertification. Depending on whether you want a light guiding touch or a deep-dive-hand-holding, the price starts from \$3750 for a four to six session package. Drop us an email to arrange a chat with us first.

Q. ‘Can I split the payments?’

A. Yup, pay in one go or in 3 instalments. Whatever works for you.



‘Wait, I have questions...’

Q. ‘What if I miss a session?’

A. All the sessions are held in our purpose built online community and all sessions are recorded and held in the community. You can catch up at your leisure!

Q. ‘What if I need more help?’

A. If you unlock an Impact Business Model or have some special features of your business that require extra attention we will book a bonus 1:1 session with you.

Q. ‘Okay, I’m in. How do I sign up?’

A. Congratulations! Just email tamara@growgood.co saying you are in!



Your B Corp Support Crew



**Tim Jones,
CEO, Founder
& B Corp Consultant**

Tim is a one-man B Corp legend!

The first person to train as a B Corp Consultant in NZ, this guy has done the work and more on getting businesses on their B Corp journey since launching Grow Good in 2015.



**Tamara Pitelen
B Corp Consultant**

Former journalist and media maven, Tam became a sustainability professional in the UK in 2020.

She soon saw the power of B Corp and began focussing on taking UK-based SMEs through their B Corp certification process.



**Jess Cox
B Corp Consultant**

A seasoned B Corp Consultant with a strong passion for leveraging the certification to align businesses with their higher purpose.

Her focus is on organizing and optimizing projects, offerings and initiatives to make them as impactful and accessible as possible.

About Grow Good

Grow Good is a global consulting and training firm based in Aotearoa New Zealand. Fundamentally the business is all about helping people like you grow more good in the world.

The business was founded in late 2015 by Tim, who is still our CEO. Having had what he calls a “hard Brexit” from the corporate world, he discovered this thing called B Corp.

He was taken by the idea and began to think how he could help more people connect to the movement. That soon morphed into the business we have today.

That’s why we are global experts in helping companies navigate B Corp Certification and do more good as an organisation. It is fair to say we eat, sleep, dream, and breathe B Corp, purpose and impact.

Beyond helping you with B Corp Certification you will see that we have a solid selection of other areas that we can support you with.

Above all we feel that what we are able to do is balance the scientific, material and operational with the human and cultural to help you create the business of the future that we all need you to be.

Why Work With Us

The logo for Grow Good, featuring the words "GROW" and "GOOD" stacked vertically in a bold, blue, sans-serif font.

Certified
 This company meets the highest standards of social and environmental impact
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✓ **We go beyond** - Through community, support and connections we help you maximise our relationship so you can maximise the good that you can do.

✓ **We get results** - Our 3 B Consultants bring a depth of experience, knowledge, passion and energy to our proven process whilst walking by your side with our sleeves rolled up.

✓ **We are the OG B Corp Consultancy** - Grow Good is NZ's first and most established B Corp Consultancy and has helped the most # of NZ companies successfully navigate the BIA since 2017.

✓ **We walk the talk** - We are ourselves a 3 x Certified B Corp and were a founding B Corp (#6) in NZ in 2016.

Which all means we reckon we can help you on your journey to B Corp Certification just like we did for these amazing humans:

You're In Safe Hands

"Tim was a huge help to us in gaining our B Corp accreditation. He provided some good, practical advice on what we could expect throughout the accreditation process and some excellent tips on how to interpret and respond to some of the trickier areas. But most of all Tim gave us the confidence and inspiration to just get on and do it, when we could have spent many more months talking about it. I'd highly recommend Tim to any organisation thinking about embarking on the B Corp journey."



Sarah Able
GM People & Culture
The Co-Operative Bank

"B Corp is a big daunting process. But Tim makes it as enjoyable as possible. We couldn't have done it without him because we were short-changing ourselves. He made the whole process digestible, put tricky questions in context with interesting real-world examples to help us understand what was being asked, and gave us supporting resources to help us put processes in place. He knows what he's doing."

Jeuneora[®]

Monique Kominski
CEO
Jeuneora



My Promise To You.



I personally guarantee all the work we deliver and if you are not completely satisfied with the outcome from our time together, we'll keep working with you at no extra cost until you get the result we agreed on.

Handwritten signature in black ink.

Get in Touch!

We love a chat and the kettle is always on,
reach out to us anytime:

Tam is on tamara@growgood.co and +64 21 158 4086

www.growgood.co

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