

**GROW
GOOD**



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**B Corp
Certification
Support**

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B Better Micro Business Cohort

B Corp Cohort

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

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 but you think you can't afford a consultant to guide you through the process...



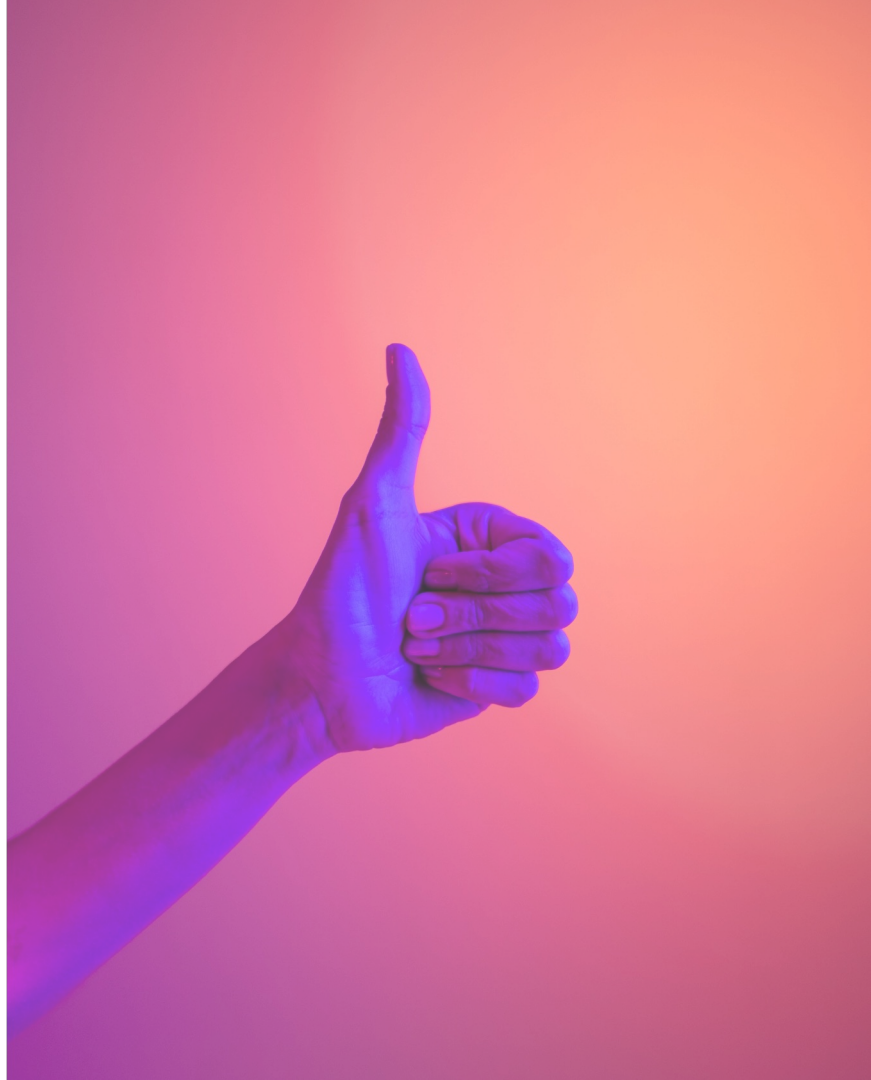
B Corp Cohort

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

That's why we created the **B Better Micro Business Cohort**, a five-week cohort programme that takes a group of micro 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!



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!



Certified

**Simplify &
Fast-Track.**

®

Corporation

What Do You Get?

- ✓ The kick-off! A 60-minute interactive and energising workshop that gets your whole team excited and on-board for B Corp.
- ✓ Expert coaching from a B Corp specialist and on demand support over 6 months 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.
- ✓ Access to the exclusive B Better Community to connect with others on the B Corp journey, get mini-trainings and partner offers, educational events and more.
- ✓ 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'.
- ✓ Access to our "Impact Storytelling" workshop to enable you to effectively communicate the B journey to your stakeholders.

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

NZ clients may also be eligible for RBPN or NZTE co-funding.

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

Proven Methodology

The B Better programme 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 5 –7 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.



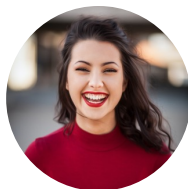
**B Better.
Grow Good.**

The Outcomes

**By the end of our time
together you will be
transformed as an
organisation.**

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:

- ✓ Spread the load of Certification by identifying your B Keepers.
- ✓ A clear plan of action for where you can do more good in the future.

Outcomes For The Organisation

- ✓ Increased levels of purpose and engagement across your team.
- ✓ Increased stakeholder engagement.
- ✓ 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!

Why Work With Grow Good?

We are worldwide leaders in building the B Corp movement and helping companies successfully navigate the path to B Corp Certification and Beyond because:

- ✓ **We are the OG B Corp Consultancy**

Grow Good is one of the worlds leading and most experienced B Corp Consultancies. We have helped 100s of 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 (#5) in NZ in 2016.

- ✓ **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**

We bring a depth of experience, knowledge, passion and energy to our proven process whilst walking by your side with our sleeves rolled up.

Which all means we reckon we can help you on your journey to B Corp Certification just like we have done for 100s of other clients like these amazing humans...

You're In Safe Hands..

"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"

Monique Kaminski

CEO Jeuneora

"Thanks for all your help, mate!!

Couldn't have done it without you 🙌"

Jamie Cashmore

CEO twice

"We'd flirted with B Corp about a year earlier and were overwhelmed by the volume of questions and language. We allowed BAU to distract us after that. Tim was just what we needed to get back on track!"

Wendy Alexander

CEO Kin

"Tim's motivated and can-do attitude balanced with being super relaxed and approachable. He made the whole thing exciting and fun rather than a daunting task."

Bex McQueen

Heilala Vanilla



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.

A handwritten signature in blue ink, appearing to be 'Tim', is written over the text.



FAQ's

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.

Q. 'Can I split the payments?'

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



FAQ's

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 tim@growgood.co saying you are in!

GROW GOOD

Certified



Corporation

This company meets the
highest standards of social
and environmental impact

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