

## 8 TIPS FOR COMPLETING THE B CORP IMPACT ASSESSMENT

Completing the Impact Assessment can be tricky, but that shouldn't stop you from becoming a B Corp\*. During my first time working through the assessment with a company I gathered some tips that will help you stay positive, get great results, and finish the Impact Assessment! Here are my 8 top tips.

### 1. GET A TEAM TOGETHER

If you're working by yourself, it may be difficult to remember all the great things your company already does, or to brainstorm ideas for change. Get a team together to give you positive reinforcement. As a team brainstorm the following three questions on a white board or flip chart.

1. Why does our company want to become a B Corp?
2. What does our business already do well?
3. What opportunities are there for our business to have an even greater positive impact?

### 2. MAKE A LIST

Keep a "Quick Questions for Look Up" document. Here you can put questions from the assessment that are simple to look up but you don't have the answer on hand right away. Refer to this list when you have a few free minutes and want to make some quick progress

### 3. MAKE ANOTHER LIST

Keep a "Questions for Discussion/Thought List" document. These are questions that require more consideration or maybe a policy change. Refer to this list when you have a good chunk of time or are meeting with someone who can help you find an answer.

### 4. DON'T TRY TO DO THE IA ALL AT ONCE!

Consider having weekly meetings for one hour and making progress between meetings by working individually for an hour or two.

### 5. SET YOURSELF UP FOR SUCCESS

Before starting a section spend 5 minutes jotting down what your company already does well on that topic. For example: before starting the "Workers" section make a few notes on what you already do for your workers. Do you have a health care policy? Do you serve lunch? Do you have flex-time? You might also ask your employees what they like that the company does. And later on you might reach out for new ideas.

### 6. ASK YOUR EMPLOYEES

Ask your employees what THEY want when considering new policies. Best practices are great, but your employees may have ideas that no one thought of yet!

### 7. GUESS

Don't be afraid to estimate answers on your first time through the assessment. You can mark questions that you guessed on and review them later when you have the right data.

### 8. IT'S SUPPOSED TO BE TOUGH

The Assessment is meant to be tough! Don't get discouraged if you are answering "no" to a lot of questions. According to the B Lab most companies don't answer "yes" to more than 50% of the questions.

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\* For more on B Corps, check out my 15 minute Introduction to B Corps Video (<http://www.kelsasummer.com/b-corps.html>)