

THE 5 STAGE B CORP CONSULTING PROCESS WITH KELSA SUMMER

Although highly flexible and carefully tailored to each individual company, the B Corp consulting process can be understood in 5 stages.

1. Create Baseline Score
2. Score Improvement
3. B Corp Certification
4. Ongoing Coaching and Policy Implementation Support
5. Recertification (after two years)

Create a Baseline Score: In this stage I work closely with your company to gather data on current policies and practices to create a baseline B Corp score.

Score Improvement: During stage 2 I offer carefully considered recommendations for score improvement based on your company's individual strengths and goals. We work closely together to choose the best new policies and practices with the goal of achieving at or above the necessary 80 points for B Corp certification.

B Corp Certification: Once we have completed the assessment there's still a significant amount of work to do before certification is achieved. In this stage we gather the necessary documentation and dialogue with the B Lab to prove that your company's policies and practices are in place and functioning as we claimed.

Ongoing Coaching and Policy Implementation Support: The B Corp assessment is a tool for making your company even greater. In this stage I continue to provide the support needed to follow through on the new policies that you chose to put in place, helping to making necessary adjustments and set new goals as we progress. This stage sets your company up to do even better on the assessment come recertification time.

Recertification: Because the B Corp assessment is updated every two years, becoming gradually more rigorous, recertification is not only a matter of filling out the assessment again. In this stage I help your company highlight the improvements you've made in the last two years and take advantage of changes in the assessment to set new goals for continuous success!