

# **B Corporation Assessment Score Improvement Project**

Business Performance Improvement

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# Define: Increase assessment score

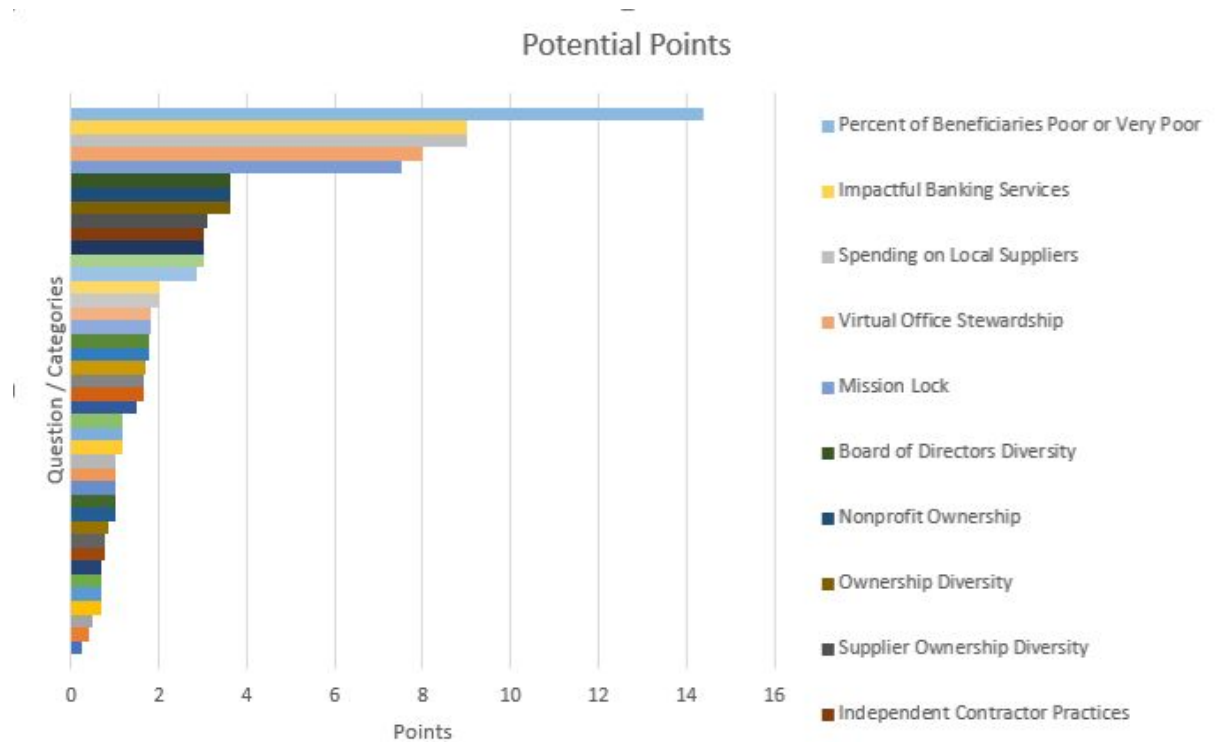
- The original score for BPI's full impact assessment was **88.7**.
- The goal of the reassessment process is to increase BPI's score to a **95**.
- The minimum score for certification is **80**, but could increase over time.
- BPI would like to reduce risk of falling below minimum score, and show continuous improvement year over year.



**88.7**

# Measure: Possible Improvement Areas

- Current Score: **88.7**
- Goal: **95**
- Gap from total points: **6.3**

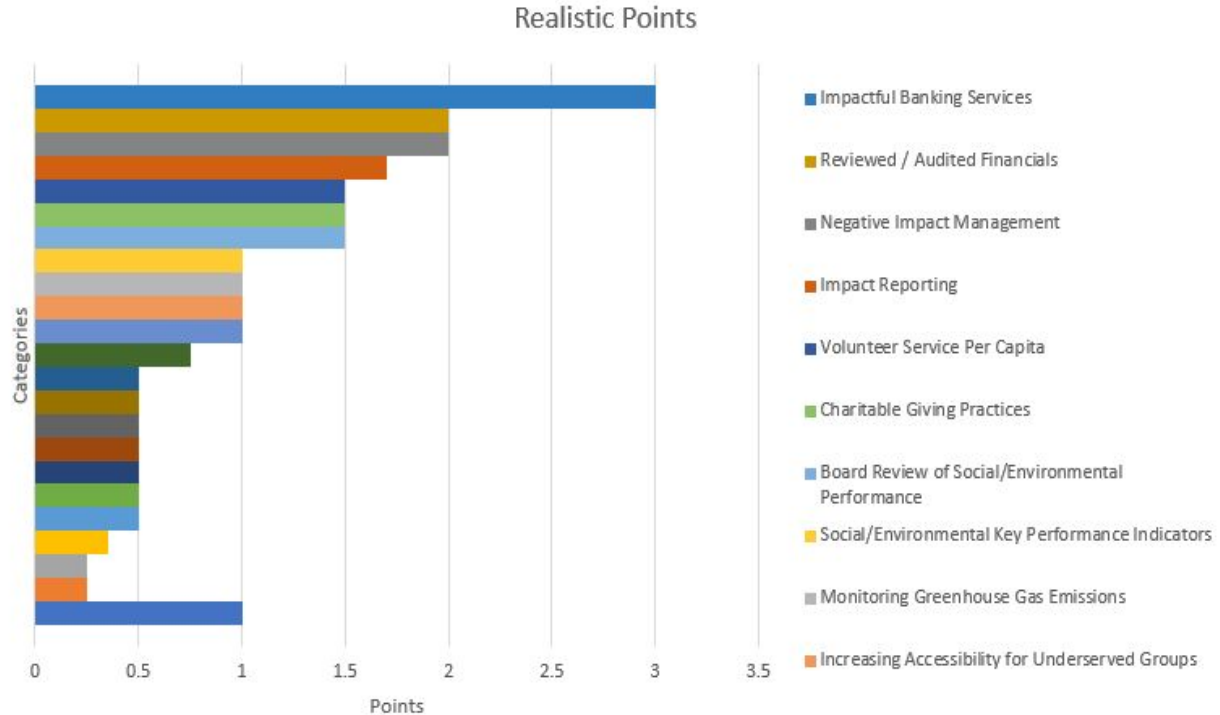


# Evaluation Method

1. Download excel spreadsheet of completed full assessment with scores from B Lab website
2. Calculate gap between points awarded and total available points for all questions and categories
3. Review gap scores and find which questions will be realistically easy to improve upon
4. Prioritize opportunities based on **effort** of changes and **monetary** considerations. Identify realistic areas for change that have the most points
5. Develop action plan to change scores, once desired changes are finalized
6. Implement plan and track progress of question improvement
7. Rescore assessment with new answers to identified questions

# Analyze: Realistic Improvement Areas

- Gap from total points: **6.3**
- Potential points for BPI: **26**
- Actual points to pursue: **5**
- Reduced number of likely questions from **41 to 23 to 6 to 4**



# Improve: Action plan

1. At the end of each fiscal year, have an third party accountant review BPI's financials. (+2 pts)
2. Make feedback from customers about BPI's services transparent and open to the public via a publically known mechanism, like Yelp. (+.5 pts)
3. Set specific target reduction goals for greenhouse gas emissions in your office, at home, and in personal travel. (+1.5 pts)
4. Make the greenhouse reduction goals available to the public. Update goals and monitor progress annually. (+.7 pts)

Total Points Added: **4.7**

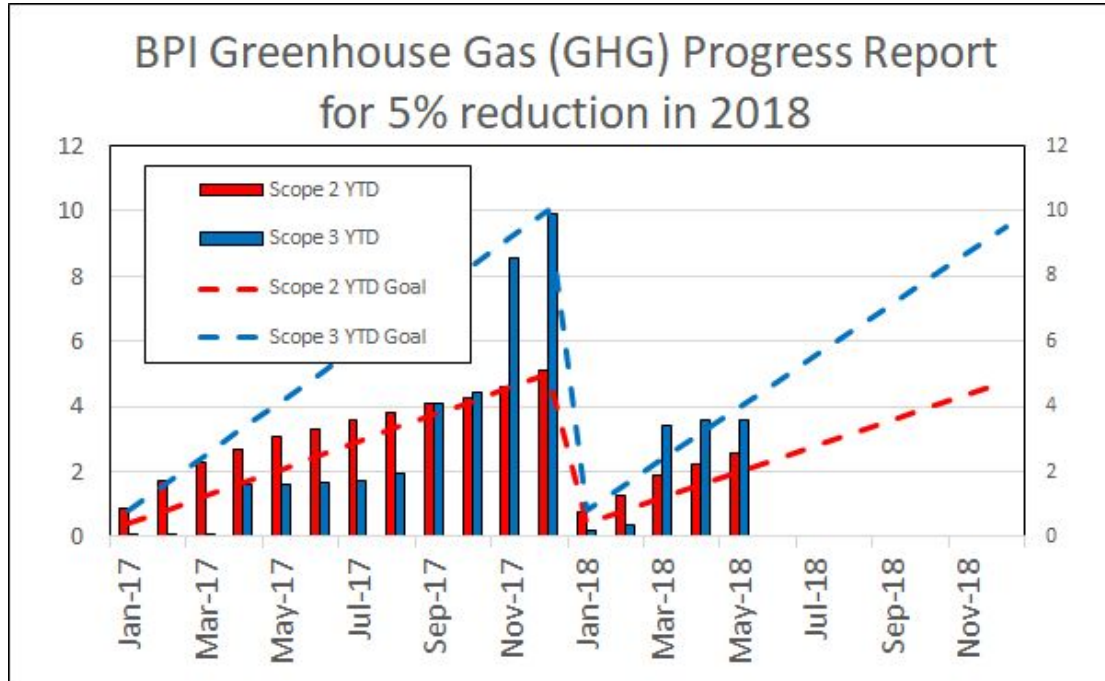
# Improve: Completed Actions and New Score

1. Used Earth Bookkeeping as the third party to review BPI's financials. (+2 pts)
2. Created Yelp account to receive public feedback from customers about BPI's services. (+.5 pts)
3. Set specific target reduction goals for greenhouse gas emissions at home and in personal travel. (+1.5 pts)
4. Made the greenhouse reduction goals available to the public. BPI will update goals and monitor progress annually. (+.7 pts)

93.3

# Control: Monitoring of GHG reduction plan

- Charting monthly to increase chance of achieving goal





# Total Time Spent on Process (in hours)

1. Download excel spreadsheet of completed full assessment with scores from B Lab website: (.1)
2. Calculate gap between points awarded and total available points for all questions and categories (.2)
3. Review gap scores and find which questions will be realistically easy to improve on (.55)
4. Prioritize opportunities based on **effort** of changes and **monetary** considerations. Identify realistic areas for change that have the most points (.25)
5. Develop action plan to change scores, once desired changes are finalized (3)
6. Implement plan and track progress of question improvement (5-Varies)
7. Rescore assessment with new answers to identified questions (3)

**TOTAL TIME: 13 Hours**