

workhuman\*

# Get and Maintain B Corp Status

5 WAYS WORKHUMAN CLOUD MAKES IT EASIER





Employees are demanding more from their employers than ever before. Top of the list? Accountability, transparency and equity. As a result of these employee-led demands, B Corp Certification emerged back in 2007 – a designation that helps for-profit companies prove they meet the highest standard of accountability to employees, investors, customers and consumers.

Rooted deep within B Corp Certification is its intrinsic appeal to new hires, investors and potential customers – the B Corp stamp represents how committed the company is to its people, the community and the planet.

What follows are five ways Workhuman can make applying for, and maintaining, B Corp status a whole lot easier.

# ONE

## Employee recognition reinforces your values.

Having a defined set of core values is critical to transparency. Without them, employees and stakeholders won't understand the desired behaviours from all employees to achieve the mission and goals of your company. Organisations with values-based recognition help employees connect your values to their everyday work, making them more than a statement and part of the fabric of your culture.

Of employees who work at companies with values-based recognition programmes:

**91%**

would recommend their company to a friend

**92%**

have a positive experience at work

Source: ["The ROI of Social Recognition: 7 Ways It Drives Business Success,"](#) Workhuman research, 2022

## TWO

# You'll gain foresight into problems before they're irreversible.

Early detection is vital to fighting disease and preventing spread. The same can be said for problems with your employee engagement and retention. With Social Recognition® from Workhuman®, you gain insight into collaboration breakdowns in teams, recognition inequity and turnover risk. By capturing and interpreting Workhuman interaction data, our machine learning models can predict turnover rates – and even specific employees who may be high risk. This enables the business to make strategic and data-driven decisions to sustain its workforce.

77%

of employees report a positive employee experience in the presence of supportive coworker relationships.

Source: "The Employee Experience Index," IBM and Workhuman, 2016

## THREE

# It puts money back in your pocket to invest into your people.

Reducing turnover and keeping employees happy and engaged isn't just a nice-to-have; it has financial benefits, too. Saving money that eventually makes its way back to reinvestment in employees can help your company apply for the first time, or if you are one of the 4,000 certified B Corps globally, can help with certification renewal every three years.

When low wellbeing grows into employee burnout, turnover and lost productivity can have costs up to

# €297B annually.

Source: "Amplifying Wellbeing at Work and Beyond Through the Power of Recognition," Gallup and Workhuman, 2022

## FOUR

# You can easily expand charitable giving.

Your corporate citizenship strategy is critical to the B Corp application process. Charitable giving embedded in your recognition platform helps connect your company's core values with the communities in which you do business. It also helps to expand the impact of your giving programme by boosting employee engagement in one seamless process.

In addition to being a necessary piece of the B Corp application, an easy-to-use charitable giving programme is a huge draw for recruitment. Now more than ever, employees are holding their employers responsible for their community presence.

With hundreds of thousands of charities in Workhuman's store, your employees can use their recognition points to give back to organisations that mean the most to them – and double the impact through your matching gifts programme.

According to Deloitte,

# 70%

of millennials listed their company's commitment to community as influential in their decision to work there.

Source: "Why Companies Can No Longer Afford to Ignore Their Social Responsibilities,"  
TIME, 2012



## **FIVE**

# **It creates a smoother B Corp application process.**

Applying for B Corp status is not easy! It's a manual process that requires reflection, benchmarking and change to ensure you measure up to the certification's high standards. And it requires recertification every three years. We can make it a whole lot easier.

Inside our platform, every interaction – nominations, feedback, assessments – creates a unique data point that reveals trends and insights into employee behaviour, inclusion progress and your culture. Using our analytics and reporting, you'll get rich, real-time data that'll help you fill in the needed B Corp application criteria.

## workhuman\* cloud.



**Social Recognition**®



**Conversations**®



**Community Celebrations**®



**Life Events**®



**Service Milestones**®

**To learn more about optimising your programme investment to drive positive outcomes while balancing business needs, get in touch with your Workhuman team or visit [workhuman.com](https://workhuman.com).**

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