



## We're officially a B Corp™!

Pulse is now part of the B Corp business community which is passionate about making a difference



### What exactly is a B Corp and why does it matter?

#### *Taking small steps to a better world*

A B Corp is a new type of business which focuses on purpose with profit. Many people are now recognising that the free market approach which puts the emphasis on short-term shareholder return has shackled the full impact that business can play in the world.

B Corps use profits and growth as a means to a greater end: positive impact for their employees, customers, investors, environment and wider society.

### Why do we want to become a B Corp?

#### *To help redefine success in business*

B Corp is a standard that mirrors our values and beliefs in how organisations should operate. We believe that business should do more than make profit. Since the outset 17 years ago, we have been working with businesses in this area. Through our Masterclasses and our 12 Purposeful Leadership Principles we help equip leaders to sustain and drive positive change.

Being a B Corp reinforces our commitment to be a champion of purposeful businesses. The B Corp community brings together organisations that share our passion about the positive impact business can have. We're joining almost 3,000 B Corps worldwide and 220 B Corps within the UK.

### How will B Corp certification change the way we work?

#### *Striving to improve*

The certification, which involves a rigorous assessment that includes an in-depth evaluation of our business across multiple levels, helps us to think about how we can continuously improve our performance. Our B Corp status gives us a helpful benchmark against other organisations and it's an important indicator that we are progressing along the right path!

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To see our current impact score visit:

<https://bcorporation.uk/directory/pulse-brands-limited>

To learn more about B Corp visit:

<https://bcorporation.uk/>