

Name _____

B Corporations: The Champions of Responsible Business

Open-Ended Response Questions

1. Imagine you are starting a business and want to prioritize social and environmental impact alongside profits. Would you choose to become a B Corporation or follow a different path, and why?
2. Can you discuss the importance of transparency and accountability in the context of B Corporations and how it builds trust with customers and partners?
3. What advice would you give to a small business owner who is interested in becoming a certified B Corporation but is concerned about the complex certification process?
4. Discuss the potential long-term benefits of being a certified B Corporation, both in terms of business success and making a positive impact on society and the environment.

