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BBB SERVING NORTHERN COLORADO AND WYOMING

BUSINESSES
DO WELL
WHEN DOING
GOOD

TRUST &
PURPOSE





THE BUSINESS CASE FOR **PURPOSE + PROFIT**

- Purpose-driven – **44%**
- Value-driven – **37%**
- Brand-driven – **15%**
- Product-driven – **4%**

THE BUSINESS CASE FOR **PURPOSE + PROFIT**

- **71%** of consumers would purchase from a purpose-driven company when the cost and value are equal
- **78%** are more likely to remember a company with a strong purpose
- **66%** would consider a company's purpose when making purchasing decisions
- **62%** believe a company's purpose is an important factor when making a quick or impulse purchase

PURPOSE HELPS BUSINESSES **ATTRACT TALENT**

- **79%** of adults would consider a company's mission and purpose before applying for a job there, while over **77%** would consider a company's culture

Source: Glassdoor's 2019 Mission and Culture Study



WHAT IS **BBB4GOOD**

- BBB4Good is BBB's verification program for businesses that are creating purpose and profit
- The program enables consumers to search for and find purpose-driven businesses in the United States and Canada



HOW IT WORKS



BBB4GOOD STANDARDS ASSESS
3 AREAS OF IMPACT

HIGHER PURPOSE | AUTHENTIC MARKETING | IMPACT SUBSTANTIATION

BBB4GOOD STANDARDS



HIGHER PURPOSE

Purpose-driven businesses create accountability and transparency throughout the organization, showing the intent, strategy, and reasoning in supporting a higher social or environmental purpose.

AUTHENTIC MARKETING

Purpose-driven businesses invest a portion of its time, talent, and treasures into community impact initiatives that align with their businesses' purpose. The best businesses will connect their products and services to directly impact their communities in a positive way.

IMPACT SUBSTANTIATION

Purpose-driven businesses invest their organization's time, talent, and treasures towards the furthering of their company's purpose and social good efforts. They reinvest in the community and offer products and/or services that support the success of the community. Additionally, they are more focused on long-term improvements for their stakeholders, rather than short-term gains. Without the ability to verify how a business holds itself accountable, businesses are less incentivized to carry out their commitments.

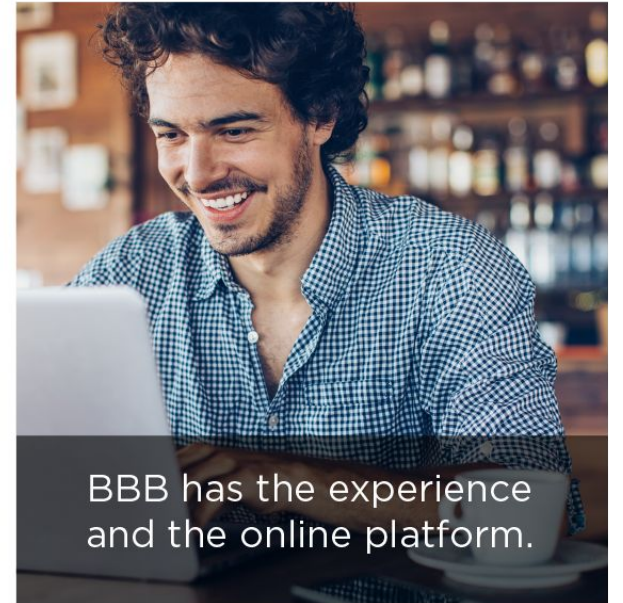


WHY BBB?

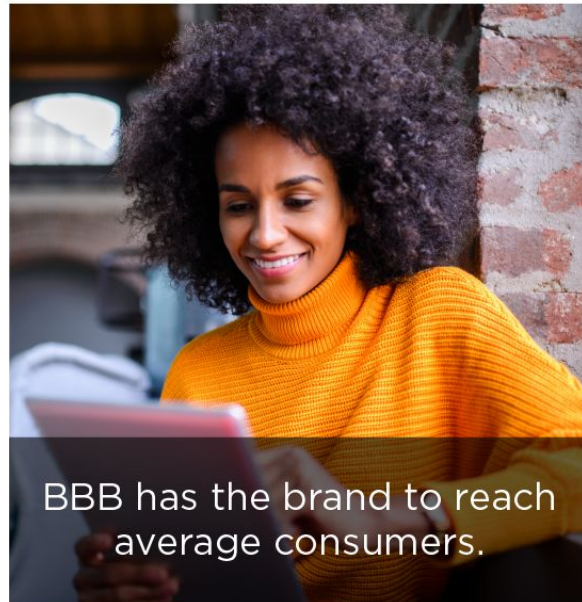
**The marketplace is changing.
We must address this shift.**



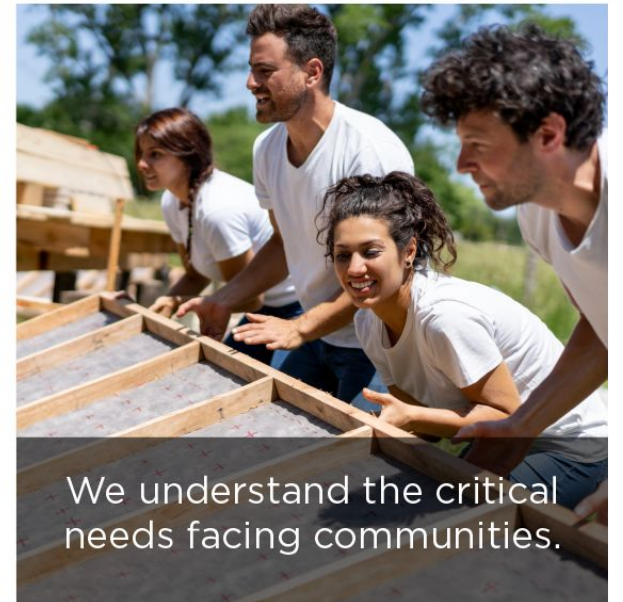
Building trust is the foundation of doing good.



BBB has the experience and the online platform.



BBB has the brand to reach average consumers.



We understand the critical needs facing communities.

BENEFITS OF BBB4GOOD **CERTIFICATION**

- Gain new customers and supporters
- Third party validation builds trust
- Differentiate your business in the marketplace
- Celebrate your higher purpose
- In good company
- Get on BBB's list
- Display of the BBB4Good Trustmark





CALL TO ACTION

During the pilot phase, BBB4Good certification is free for BBB Accredited Businesses

Help us make this a valuable program in our community

If you are interested in learning more, please contact me at spolansky@wynco.bbb.org