



Purpose-driven growth. The B-Corp solution.

We all know that business growth is important. Without it, the status-quo persists, and entrepreneurial ambitions remain consigned to the pages of the business plan.

But, in an age of environment sensitivity, is the concept of 'growth' at odds with managing a sustainable business?

Our friends at [Actus](#) would argue not, if a business focusses on maximising stakeholder value through the lens purpose, people, planet, and performance to achieve its long-term growth objectives. In this way a business can be a 'force for good.'

This approach to business growth is measurable and, has a global accreditation in [B-Corp](#).



Certified B Corps are companies verified by B Lab to meet high standards of social and environmental performance, transparency, and accountability.

The B Corp Community is a global movement of businesses that provide leadership by demonstrating their commitment to people and the planet. There are now over 5,900 B Corps in 84 countries and covering 157 industries.

And this is not just 'green washing'. Studies have shown that B-Corps can experience 3x sales growth and, 2x higher employee engagement and retention than ordinary businesses... so, a sustainable approach to growth can make financial sense too!

Interested? Here's how we can help...

At [MISSION Hubs](#) we are committed to helping our Partners and Affiliates grow by connecting them with business, learning, and social opportunities.

If you'd like to learn how becoming a B-Corp could positively impact your agency's long-term growth, [watch this interview](#) with [Dan Egerton](#) . Alternatively, just let us know and we'll be happy to connect you to the team at Actus who can explain further.



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