

# How to be a generous business owner

With business ethics becoming more important to consumers, entrepreneurs are looking for ways to show their generous natures. Here are our top ideas:



## Corporate social responsibility

**Sponsorship** – sponsoring an arts, sports or business event in your local area is a great way to show your support and market your business at the same time.

**Volunteering** – combine team building with giving when you provide people power to charities. From clearing woodland to waiting tables, you can always make a difference.

## Best practice

**B-Corp status** – the gold standard in ethical leadership, B-Corp status reflects the positive changes you've made and the ongoing responsibilities you've undertaken.

**Ethical suppliers** – make sure every link in your supply chain holds the same high standards you do.

## Client care

**Recognising loyalty** – offer discounts and extras to your longest standing clients. Nurturing existing relationships makes sound business sense.

**Sharing expertise** – give your clients helpful tips and insights. Help them get more value from the product or service they buy from you.

## Team care

**Recognition** – review your systems to ensure HR compliancy and appropriate pay and rewards.

**Wellbeing** – help your team to bring their best selves to work. Encourage support over competition, and bring fruit to meetings as well as biscuits! Why not book a team yoga class?

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