



goodness&co

**We make
goodness in
business happen!**



A high-angle photograph of a person in a yellow kayak on dark blue, choppy water. The person is wearing a red helmet and a dark shirt, and is using a white paddle. The kayak is positioned in the lower right corner of the frame, moving towards the left. The water is dark blue with many small, white-capped waves.

We believe we are
at a tipping point

Organizations need to
reinvent their model
to demonstrate their
contribution to society

We believe

Only organizations with a
positive footprint will thrive,
chosen by:



We are a new kind of change management consultancy

BUSINESS LEADERS

We are passionate about business as a force for good

THINKERS AND DOERS

As change makers, we translate intentions into action

CATALYSTS OF CHANGE

We unleash the power of people and collective to drive positive change

We serve
organizations on a
mission, in their
transformation for
positive impact, from
purpose to practice:

① Defining a purpose



② ESG from strategy to implementation

- ✓ Set sustainability strategy as a compass for decision
- ✓ Make it happen at the ♥ of business
- ✓ For everyone, everyday, everywhere

ESG : Environmental, Social & Governance

③ Becoming an **Entreprise** **à Mission**



- ✓ Define your purpose
- ✓ Define your environmental & social commitments
- ✓ Set your mission committee
- ✓ Change your legal status

④ Becoming a B Corp



- ✓ Start the certification journey
- ✓ Complete the *Business Impact Assessment*
- ✓ Transform your business model to reach the B Corp standards

Our uniqueness :



Empower your leadership team



Engage your people with heads & hearts



Set-up a collaborative governance with stakeholders



Leverage the power of coalitions