

Hunter's B Corp journey: what you should know

At **Hunter Selection**, we've always believed in doing business the right way. This year, we took that commitment to the next level and became a **Certified B Corporation**. It wasn't easy, but it was absolutely worth it. If you're considering embarking on this journey yourself, here's an honest look at what becoming a B Corp really involves and what it could mean for your business.

Why we decided to go for B Corp certification

We first explored the B Corp standards a few years ago but felt it was a lot to tackle on our own. Fast forward to last year, and we decided 2024 would be our year to go for certification. We had made significant improvements to our business and saw B Corp as a way to push us even further, with a certification that truly means something.



Becoming a B Corp isn't just about getting a badge – it's about making a **real difference**. It was the natural next step in our evolution, aligning with our values of **integrity, transparency**, and building an ethical business.

It's well publicised that becoming a B Corp isn't a 'tick box' exercise – if you choose to certify you commit to operating as a B Corp in all decision-making. This involves who you work with, who your suppliers are, how you treat employees and your community, and how you operate with your stakeholders in mind every day. You commit to **be better** and **do better**.

The process: what went well and what was challenging

We didn't go it alone. We brought on [Business on Purpose](#) to guide us, which was a game changer. Having a consultant helped us stay focused and on track. Depending on your company's size, you'll need to gather a lot of information, and for us – three locations and 60 employees – it was a rigorous process.

Here's what we found along the way:

-  **The tough bits:** The [B Impact Assessment](#) (BIA) is detailed, covering five areas – Governance, Workers, Community, Environment, and Customers. Gathering data, especially for the **environmental** section, was a huge task. We had to learn about greenhouse gas emissions (GHG) and track scope 1, 2, and 3 emissions – things we'd never dealt with before!
-  **What worked well:** The more we got into it, the more we realised this was a deep dive into who we are and how we operate. We involved the entire team, holding presentations and even a **B Corp Day** to get everyone on board. It helped us stay motivated and ensured the whole company was behind the process.





Why this certification matters

In 2021, over **3,500 businesses** applied for B Corp certification, and less than a third succeeded. It's a tough process, but for good reason. B Corp holds you accountable and pushes you to constantly improve.

For us, it was about formalising what we were already doing – treating candidates fairly, holding clients, landlords and suppliers to ethical standards, and constantly striving to reduce our environmental footprint. It's about being **transparent and accountable**, not just to our clients and candidates, but to our entire supply chain.

What we learned along the way

Here's what we wish we'd known when we started:




-  **Start early:** It's a long, detailed process, so don't leave it to the last minute. We're talking months of gathering data, and some of it may take time to collect. For example, you should find out early on if you work with any 'controversial' industries as this may preclude you from applying.
-  **Get everyone involved:** B Corp is about more than just your internal team – it's your **suppliers, customers**, and even your **landlords**. Everyone needs to be aligned, and that can be challenging.
-  **Use external help:** We worked with **Business on Purpose** and attended local B Corp events to network with others in the same boat. Their insights were invaluable.
-  **Keep going:** It's a long road, but once you get certified, you're joining a community of like-minded businesses.

“Six months of getting accredited for B-Corp has really just been the icing on the cake in 20 years of hard work, trying to be a great business to work for, and a great business to work with.”

– Russell Smith, Founder & Managing Director

Is B Corp right for your business?

Here are some questions to ask yourself before starting the journey:

-  **Are you ready to make lasting changes** that positively impact your people, clients, and the environment?
-  **Does your business already meet some of the B Corp standards** – and can you work towards the rest?
-  Are you prepared for **rigorous assessment** and accountability?



If the answer is yes, then B Corp is more than just a certification – it's a **commitment to progress**. It will push you to think about your long-term impact and build a business that's truly sustainable.

Ready to start your journey?

Becoming a **Certified B Corp** has been one of the most rewarding challenges we've faced at Hunter. It's made us a stronger, more ethical business, and we're excited about the future. If you're thinking of starting your own B Corp journey, don't be afraid to reach out to others who've done it. The **B Corp community** is full of supportive businesses willing to share their experiences.

Remember: Certification is just the beginning. It's a commitment to ongoing improvement and a chance to be part of something bigger – a global movement of businesses that use their success to create **positive change**.

Find out more:

-  Explore our [Annual Impact Report 2023](#)
-  View our [B Corp profile](#)

If you have any questions or want to chat about our experience, feel free to get in touch.

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