



Discussion Guide

Below are a number of ideas on how to have a group discussion about ***Better Business: How the B Corp Movement is Remaking Capitalism***. But I encourage you to be creative and come up with whatever format works best for your group! If you come up with any new ideas you want to share and have me include in future versions of this document, please be in touch.

Thanks for your interest!

- Chris Marquis (cmarquis@cornell.edu)

In what formats can the discussions take place?

- Happy hour/Dinner time: Invite 10 to 30 friends, colleagues, neighbors, and/or relatives to join you in reading the book and then joining you for a discussion, which could also take place on a virtual meeting platform such as Zoom or Google Hangouts.
- Afternoon coffee: Gather about 10 of your peers (virtually) and in small groups of 2-3 people (after introducing everyone to each other), ask everyone to share real-life experience related to any topic of the book. In full group gathering, share the key takeaways from the topic and problems you addressed.
- Meeting of your bookclub: This gathering aims to shift the mindsets of those in your community. We have spoken up about the changes in our mindsets and the next step is to plan/initiate your personal involvement in this movement of better business.

Whom should I invite?

- Local B Corp contacts and their stakeholders (if the meeting is virtual can be national or international)
- Anyone interested in registering his/her business as a B Corporation.
- Anyone who wants to engage in or has engaged in social enterprise and impact investment.
- People involved with similar organizations such as Conscious Capitalism or Imperative21.
- To expand the conversation, you may also want to consider broader groups such as people who:
 - are concerned about the current state or future of capitalism.
 - believe business can both do well and do good.

- are interested in corporate social responsibility.
- have been or have a dream to be a social entrepreneur.
- aims to help solve systemic racial injustice.
- want to invest money ethically and responsibly as well as efficiently.

Some Possible Discussion Topics:

- Can business really make a difference? If so, how? What are the downsides to focusing on social change through business? What are the strengths and weaknesses of the author's argument on this point?
- Do you agree with the authors argument that we need to reform capitalism? If so, what parts are of the economy are problematic and what needs to be changed?
- What organizations do you do business with that focus on a greater set of stakeholders beyond shareholders? How do you know this? How does it affect your opinion of them, and willingness to buy their products?
- What makes you stay with or leave a company? How can companies be better for their employees?
- What can we do as consumers or as a company to foster sustainability-forward companies?
- Should the consumer be pushing companies to change or should companies be responsible to take the first step?
- Do you know a social entrepreneur? If so, what are they doing to make a difference to our world? What are the greatest resistances to change in their organization?

One Possible Agenda

Opening: 5-10 Minutes

- Welcome and organizers opening comments/remarks (3 minutes)
- Start with the purpose of the discussion and your personal relationship to the book:
 - Are you a someone who believes capitalism should be changed? A B Corp leader? A supporter of B Corp ideas?
- Selling points of the book
 - Who is the target audience? Why should readers engage in this movement?
 - What were some of the thought-provoking questions you had when first reading the book?
- Depending on group size, a quick round of self-introductions.

25 minutes: Discussion topics in small groups

- Divide discussion into several groups and allocate discussion topics (Be brief, <10 min) (e.g. if virtual, can be done through Zoom breakout room function)
 - Each group ideally should have 3-5 participants
 - Diverse groupings based on audiences' interest, experience and expertise
- Select topics and problems based on the book before the discussion

- In-group discussion with different topics
- Each group selects a speaker to present their questions and summary of points
- Author selectively join some groups

30 minutes: Full-group Dialogue.

- Speaker for each group presents their ideas and summarize discussion (5 mins per speaker). E.g. could discuss:
 - What is the relationship between topics discussed and the ideas/examples presented in the book?
 - How important/necessary/urgent are the topics discussed for the B Corp movement?
 - What's are the problems with contemporary capitalism?
 - What does the B Corp movement say about the people, business, economy and society?

10 minutes: Final Questions and Answers

- How do you expect the book to become a guide for those looking to make an impact? (Is it expected to be a manifesto of B Corp movement? Is it expected to be a handbook of tool-kits and case studies?)
- Conclude with how all these expectations can be met if they are willing to join the B Corp movement and to plan goals and next steps.