

# B CORPS: RECRUITING AND RETAINING YOUR PEOPLE

## Mini Guide

Certified



Corporation

# Introduction

Talent is the lifeblood of any organisation.

As B Corps, we all value our workforce and we look at ways to acquire, retain and develop talent. The way in which we choose to do this may differ but the common value we all have is that we want to embrace a diverse workforce and ensure that they are fulfilled in their role.

I'm regularly having conversations with my clients in terms of how to deliver on their recruitment plans, particularly in light of the coronavirus pandemic, Brexit and the UK's new points based immigration system. As one would expect, these external market forces have meant that plans have had to be tweaked, but the more successful organisations are being nimble and pro-active in their approach.

Here are my top tips for B Corps to consider when it comes to talent.

## Get in touch:



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# Acquiring

Finding the right people for your organisation is critical. Some of the questions you should be considering are:

- Does the prospective candidate have the right skill set?
- Do they believe in your purpose and values?
- Do they have permission to work in the UK to undertake the role?
- Is your recruitment webpage up to date?
- Do you ask questions about someone's right to work in the UK as part of the initial recruitment exercise and should you indeed be asking at the initial stage?

## **To sponsor or not to sponsor?**

If an individual does not have the permission to work in the UK, you may want to consider applying for a sponsor licence. I should point out that a number of UK B Corps already have a sponsor licence and this offers an attractive solution to acquiring foreign talent.

The Home Office fee for applying for a sponsor licence can either be £536 or £1,476 (this is subject to the size of the organisation) but the real cost comes with the sponsorship of a worker. It can cost in the region of £20,000 for a five year work visa for a family four.

As a B Corp, you may face ethical dilemmas about how much financial support you should provide to your staff in the event that they need a work visa. The answer to this might not surprise you, but the bottom line is that we all want to acquire the best talent and if there are additional costs involved with this, whether it is in terms of sponsorship fees or other costs, this is something B Corps would most likely bear.

# Retaining

Engagement and satisfaction of your workforce is crucial and this can underpin the foundations of our business.

Are your staff affected by Brexit? Remember it's not only European and Swiss nationals that may be affected but their family members. Have you sent comms out to your workforce to signpost them to obtaining status under the EU Settlement Scheme? What ongoing support do you offer to staff who may be working for you on a visa? Considering the bigger picture and the level of support you provide can go a long way to retaining staff.

# Developing

Career development is an impact topic of the B Impact Assessment and for many of staff this can be something high on their personal agenda. For B Corps, this area can cover a number of strands, including robust training for new hires, clearly defined career progression tracks and training/coaching programs.

With staff needs continually changing, are your career development programs in order or do they require a health check?

With over 3,500 Certified B Corps in more than 70 countries, including over 225 UK B Corps, we can expect this number to continue to increase as more organisations around the world are focusing on using business as a force for good. Talent is critical to how we operate our business and I would encourage you to look at your policies and procedure to ensure that you are acquiring, retaining and developing your talent to the best of your ability. We can share ideas and learn from each other, that's one of the many advantages of being part of the B Corp community.





Making a profit is core to all businesses but our goal is to combine this with a real social purpose. Our values are important to us, they shape our decisions and our working life.

Since opening in 1970, we've focussed on positive social impact as much as we have on being a successful law firm and we were the first UK law firm to achieve B Corp certification.

Today, our clients are diverse – from corporate household names, to public bodies, to start-ups. We're also the firm of choice for thousands of charities and social enterprises. We continue to lead the market we helped to shape.

As a purpose and values driven firm we show commitment to our clients, our people, the environment and society. We see it as our purpose to create a positive impact. The impact we have on our people, our communities and our planet does more than inform our work – it gets us up in the morning.

Bates Wells challenges what is possible in legal expertise delivery.

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