

## HOW IS BEING A BEST FOR NYC CHANGEMAKER DIFFERENT FROM BEING A BEST FOR NYC PARTICIPATING COMPANY?

A Changemaker is a business who has taken action to improve job quality for New Yorkers through their own business. A Changemaker has taken the Best for NYC Challenge, taken a pledge to improve one business practice at their company, and fulfilled their pledge by making a change to their business practices that positively impacts employees at the company.

A Best for NYC Participant has completed the Challenge and taken a pledge, but has not yet fulfilled that pledge by making a change to the company's practices.

## BECOMING A BEST FOR NYC CHANGEMAKER

### TAKING A BEST FOR NYC PLEDGE

After you complete the Best for NYC Challenge, you will see a list of pledges. These pledges are opportunities for you and your company to commit to improving upon one of your business practices.

By taking a pledge, you are narrowing in on one area of improvement you can focus on for the next few months, and once you fulfill your pledge you'll have taken an action to improve the job quality available for New Yorkers through your business.

### FULFILLING YOUR BEST FOR NYC PLEDGE

Your pledge is fulfilled by:

- 1 Creating a new policy, or increasing the benefits or training opportunities for employees (make sure the relevant people approve this!).
- 2 Implementing the new policy and/or increase in benefits or training provided to employees.
- 3 Tracking the change through your answer(s) to the corresponding question(s) in the Challenge.
- 4 Making sure the change(s) you've made to your answers in the Challenge allows you to progress to at least the next highest answer option to the question(s) that corresponds to your pledge.

*More details about this process are on the following page...*

# HOW TO BECOME A BEST FOR NYC CHANGEMAKER

## STEP 1 | TAKE A BEST FOR NYC PLEDGE

Complete the Best for NYC Challenge, and select one business practice you will commit to improving upon from the list of Best for NYC pledges found at the end of the assessment. If no pledges are applicable to your company, choose one that will be relevant to you at some point in the future.

## STEP 2 | IMPROVE ONE BUSINESS PRACTICE

Fulfilling your pledge may look like creating a new official policy, or just expanding a current policy at your company. You may need to create an improvement plan, schedule meetings with the appropriate decision-makers at your company, or calculate the up-front costs versus long-term savings for the pledge you have selected.

There are resources offered at [bestfor.nyc/resources](https://bestfor.nyc/resources), as well as implementation tools and examples listed at the top of each question in the Challenge to help you make your desired change. See page 7 of this guide for more details about some resources offered to support you in making a positive change.

## STEP 3 | TRACK YOUR PROGRESS

After you've added or expanded a policy or business practice at your company, go back to the question in your assessment that matches the pledge you've taken. There is a guide showing which questions match up with each pledge on the following page. Once you have found the right question, update your answer to that question to reflect the new change that you've made at your company.

## STEP 4 | DOCUMENT YOUR CHANGE

Document the change(s) you have made by downloading and filling in a documentation template from the list on pages 5 and 6 of this guide. Select the template that matches the change you've made!

## STEP 5 | MAKE IT OFFICIAL

The last step is to **get your progress verified**. Here's how:

- Click [THIS LINK](#) to generate an email that will be sent to the Best for NYC review team at B Lab.
- Complete the email template, attach your filled-in documentation template(s) to the email, and send.
- B Lab will review your change, confirm your submission, and notify you if a call will be needed.
- Once your progress has been verified by B Lab, you have reached Changemaker status!

# RESOURCES

## PLEDGE QUESTIONS

Use this section to find the questions in the Best for NYC Challenge that correspond to the pledge your company took.

Your company completes its pledge when your answer to the question that corresponds to your pledge has moved to the next highest answer bucket. The questions that relate to each pledge are below:

### PLEDGE

### CORRESPONDING QUESTIONS

*I pledge to offer my employees financial empowerment services.*

*Section of the Challenge: Benefits*

1. Does the company provide any of the following financial products or services that help to meet urgent needs of employees, discourage predatory lending and/or facilitate savings?

*I pledge to provide training to promote professional advancement for my employees (beyond core job training and/or on-boarding).*

*Section of the Challenge: Training*

1. What % of full-time workers have participated in external professional development opportunities or lifelong learning opportunities (paid for in advance, reimbursed or subsidized by the Company) to enhance performance skills in the past fiscal year?
2. Excluding newly hired workers, what % of full-time and part-time workers received the following types of formal training during the last 12 months?
  - Skills-based training on cross-job functions (i.e. training beyond regular job responsibilities, e.g. public speaking training or management training for non-managers)
3. Excluding newly hired workers, what % of full-time and part-time workers received the following types of formal training during the last 12 months?
  - Training on life skills for personal development (i.e. literacy, personal financial planning, etc.)

# RESOURCES

## PLEDGE QUESTIONS

### PLEDGE

### CORRESPONDING QUESTIONS

*I pledge to provide/expand paid time off or paid family leave to my employees.*

#### *Section of the Challenge: Benefits*

1. What is the annual minimum number of paid days off (including holidays) for full-time employees?
2. What is the minimum number of weeks tenured hourly/salaried workers receive paid primary caregiver leave, either through the company or the government?
3. What is the minimum number of days of paid paternity leave offered to full-time tenured workers (tenured defined as with the company for 1+ years or life of the company)?
4. Does your company provide paid leave to care for a seriously ill family member? If so, how many days does the company offer?

*I pledge to hire job seekers who face barriers to employment or who are placed through a workforce development program.*

#### *Section of the Challenge: Hiring*

1. Does your company intentionally hire people with barriers to employment?

*I pledge to consistently promote entry-level or hourly workers internally as jobs become available.*

#### *Section of the Challenge: Hiring*

1. What % of positions above entry level have been filled with internal candidates in the last 12 months?

# RESOURCES

## DOCUMENTATION

Use this section to find the documentation that corresponds with the question you will be getting verified. Download and fill in the documentation template for each improvement you've made at your company. You will need to submit the completed template for your review call to get your change officially verified with the team at B Lab.

### QUESTION

### DOCUMENTATION

*Pledge: Providing financial empowerment services to employees.*

1. Does the company provide any of the following financial products or services that help to meet urgent needs of employees, discourage predatory lending and/or facilitate savings?



[Documentation Template for Financial Empowerment Services](#)

*Pledge: Providing training to promote employee advancement.*

1. What % of full-time workers have participated in external professional development opportunities or lifelong learning opportunities (paid for in advance, reimbursed or subsidized by the Company) to enhance performance skills in the past fiscal year?
2. Excluding newly hired workers, what % of full-time and part-time workers received skills-based training for core job responsibilities during the last 12 months?
3. Excluding newly hired workers, what % of full-time and part-time workers received skills-based training on cross-job functions during the last 12 months?



[Documentation Template for Professional Development Opportunities](#)



[Documentation Template for Increased Skills-Based Training](#)



[Documentation Template for Increased Cross-Job Training](#)





# RESOURCES

## DOCUMENTATION


### QUESTION

### DOCUMENTATION


*Pledge: Providing or expanding paid family leave or paid time off to employees.*

1. What is the annual minimum number of paid days off (including holidays) for full-time employees?  [Documentation Template for Paid Time Off](#)
2. What is the minimum number of weeks tenured hourly/salaried workers receive paid primary caregiver leave, either through the company or the government?  [Documentation Template for Primary Caregiver Leave](#)
3. What is the minimum number of days of paid paternity leave offered to full-time tenured workers (tenured defined as with the company for 1+ years or life of the company)?  [Documentation Template for Secondary Caregiver Leave](#)
4. Does your company provide paid leave to care for a seriously ill family member? If so, how many days does the company offer?  [Documentation Template for Paid Family Leave](#)

*Pledge: Hiring job seekers from populations that face barriers to employment.*

1. Does your company intentionally hire people with barriers to employment?  [Documentation Template for Intentional Hiring Program](#)

*Pledge: Promoting internally as new positions become available.*

1. What % of positions above entry level have been filled with internal candidates in the last 12 months?  [Documentation Template for Internal Promotion](#)

# RESOURCES

## ONLINE TOOLS

Use these tools to help you keep track of the questions you want to focus on improving your answer to, and to craft plans for making changes to your business practices.

### TOOL

### USE THIS TOOL TO:

#### ASSESSMENT TOOLS

**What:** *Tips and Examples*

**Where:** *Within each question in the Best for NYC Challenge*

The following resources are found at the top of each question in the Best for NYC Challenge:

- **Explain This, Show Example, and In Practice** links will provide examples and tools to help you learn more about the business practice mentioned in the question
- **Star and marker icons** allow you to add the question to a compiled list of questions you want to return to later (the questions compile into the two reports described below)

#### AUTO-GENERATED REPORTS

**What:** *Online reports*

**Where:** *Best for NYC Challenge Dashboard*

The following reports are generated lists of questions for you to return to later and keep in one place:

- **Improvement Report:** Compiled list of all of the questions you marked with the star icon
- **Revisit Report:** Compiled list of all of the questions you marked with the marker icon

#### IMPACT PLANNER

**What:** *Excel Workbook*

**Where:** [Best for NYC Website](#)

The Impact Planner is an Excel workbook designed to help you:


- Make a plan for each business practice you want to improve
- Assign due dates, team members to involve, and milestones
- Track which questions you are working to improve your answers to so that you can fulfill your Best for NYC pledge


# TAKE ADVANTAGE OF THE BENEFITS

STAY IN THE LOOP ON THE LATEST IN BEST FOR NYC...



CONNECT WITH THE COMMUNITY

 [bestfor.nyc](http://bestfor.nyc)

 [@BestforNYC](https://twitter.com/BestforNYC)



READ THE STORIES FROM BUSINESSES LIKE YOU

Visit:  
[www.medium.com/best-for-nyc](http://www.medium.com/best-for-nyc)



QUESTIONS?

Email:  
[bestforverification@bcorporation.net](mailto:bestforverification@bcorporation.net)

## USE YOUR CHANGEMAKER STATUS TO GAIN CITYWIDE RECOGNITION FOR YOUR COMPANY.



Businesses receive a **Best for NYC Changemaker logo** after having their positive change verified. Use it to promote your company's local leadership within the values-driven business community.



Businesses are eligible for deeper marketing opportunities through citywide channels if they attain Changemaker status.



Businesses become listed in the online Best for NYC Business Directory after completing the Challenge, and receive the special designation of "Changemaker" status if they fulfill their Best for NYC pledge.

## LEAD A CITYWIDE MOVEMENT OF PEOPLE USING BUSINESS AS A FORCE FOR GOOD.

# BECOME A BEST FOR NYC CHANGEMAKER.