

II. Slide Deck: *Impact Consultancy project* - Overview



Responsible Management

Dr. Judith Schrempf-Stirling

University of Geneva

Geneva School of Economics and Management

judith.schrempf-stirling@unige.ch



UNIVERSITÉ
DE GENÈVE

GENEVA SCHOOL OF ECONOMICS
AND MANAGEMENT



GROUP PROJECT: COMPANY B IMPACT ASSESSMENT

You will be a responsible business consultant for the semester!



UNIVERSITÉ
DE GENÈVE
GENEVA SCHOOL OF ECONOMICS
AND MANAGEMENT

Responsible Management
© Schrempf-Stirling
Slide 2

Project overview

- You will act as ‘impact consultants.’
- Working together in groups you will complete a B Impact Assessment of a local, Swiss company and produce a report on the BIA as well as recommendations identifying the company’s business model and priority areas for improvement in its social and environmental performance.
- All data and communications with the company are to be kept strictly confidential and only discussed within class.
- Students will present their findings to the class on December 19th and also submit a written report.

Project details

- Complete the B Impact Assessment with publicly available information supplemented by company insider knowledge through the company contacts and with support from your assigned B Leader.
 - What is the company’s mission and its priorities?
- Conduct deeper research to contextualize the results.
 - What are the major social issues for the industry generally as well as this company specifically? What is industry best practice?
 - What is the company’s business model? Which (if any) societal challenges are addressed by the company? How so?
 - What are the material issues?
- Analyze the findings to identify a transformative pathway for social and environmental performance as well as financial performance.
 - In what ways can the company improve its social and environmental performance? What are the ‘low hanging fruit’, i.e. the quicker, easier changes? What are the deeper changes? What is likely to have the most impact?
 - Realistically a company cannot implement all changes all at once. Thus, how and why should a company prioritize/balance the changes it enacts? Consider what the company can do in the short term, medium term, and long term.
- Present the results and analysis clearly and convincingly with appropriate justification/reasoning in both presentation and written report format.

Guidelines for interacting with the companies

- Be professional and organized in your contact with the companies
- All information that the company provides you should be treated with care and kept confidential
 - Each student and the company they work with will sign a confidentiality agreement
- Respect the company's time – keep meetings to 1-2 hours
 - Aim for 2 meetings/calls with the company and follow-up emails in between
 - Plan a 1st meeting and find out the company priorities, agenda sent beforehand
 - Do the BIA with priorities in mind
 - Then follow-up meeting via call/email
- Be thoughtful in your communications with the companies
 - Send an agenda at least 3 days prior to each meeting
 - Consolidate and group your questions to the company
 - Be on time for any meetings, whether in person or via phone/skype

Project timeline

