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# **Impact Storytelling**

## **US/Canada B Corp Marketers Network**

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July 14, 2022

12pm Central

# Welcome!



1

## Welcome & Intros

Get to know the panel & organizers.

2

## Panel Discussion

Impact storytelling discussion  
between B Corp marketers.

3

## Q & A

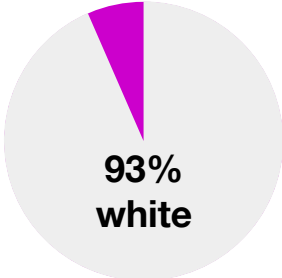
Get your burning impact storytelling  
questions answered.

4

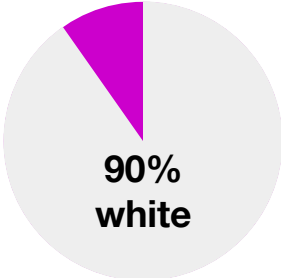
## What's Next?

How can this community create  
collective impact?

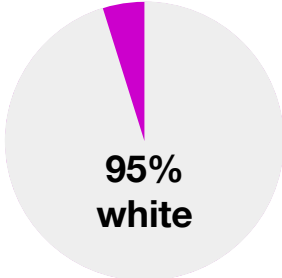
# What stories do we hear and in whose voices are they being told?



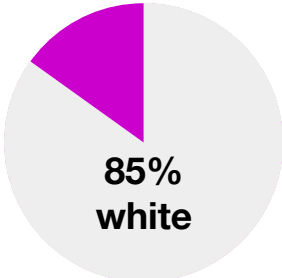
People who decide which TV shows we see



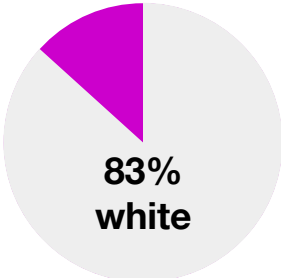
People who decide which books we read



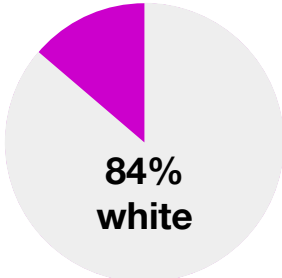
People who decide which music is produced



People who decide which news is covered



Teachers



Full-time college professors

What might our stories look like?



# Today's Panel



**Adrian Gershom,**  
Moderator  
(He/Him)  
c|change



**Lisa Geason-Bauer**  
(She/Her)  
Evolution Marketing



**August M. Ball**  
(She/Her)  
Cream City  
Conservation



**Kendra Peavy**  
(She/Her)  
BoldCo. A Purpose  
Consultancy.



**Rochelle Guastella**  
(She/Her)  
Artisan Dental



*Lisa and 2021 Intern Lina receiving the Green Masters Award at the 2021 WI Sustainable Business Conference*

**Lisa Geason-Bauer** is the president of **Evolution Marketing**, a Wisconsin-based woman-owned Certified B Corporation® specializing in the area of **global sustainability consulting and storytelling, environmentally responsible creative design, and ethical marketing.**

When Geason-Bauer founded Evolution Marketing in 2007, she made the strategic decision to operate the firm in a **triple bottom line manner.** Since then, she has publicly shared the challenges and unique opportunities presented when one implements **environmental and social sustainability strategies, practices into a professional service business.**

Lisa is one of the Co-Founders of B Local WI and is their current Chair. She is also the Vice Chair of the Waukesha - Ozaukee - Washington County Workforce Development Board.



## Our Mission: Live responsibly, work by example, lead by design & educate through action

[Triple Bottom Line in Action Video \(2020 Impacts\)](#)

[2018-2020 Social Impact & Giving Report](#)

[2020 Carbon Footprint & Operational Impact Report](#)







evolution  
MARKETING LLC

## Eco-Home Open House

April 22, 2022 (Earth Day)  
1pm – 5pm

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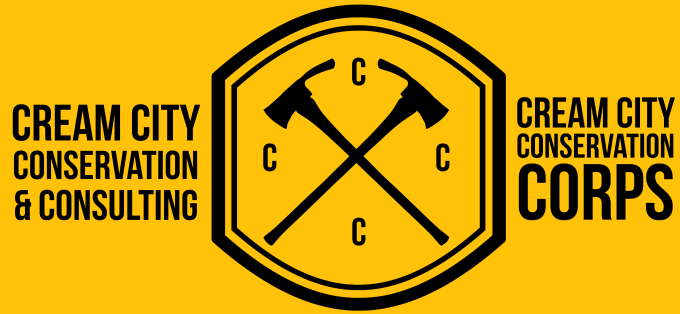




**August M. Ball**, founder of Cream City Conservation. Wisconsin's first Black-Owned two-prong, certified B-Corps that helps organizations across the U.S. institute strategies that attract and retain top talent from diverse candidate pools, making their workforce stronger, smarter and their programs more sustainable and relevant.

With the profits from the firm, Cream City Conservation Corps cultivates the next generation of land stewards by engaging traditionally underrepresented youth in environmental career pathways.

With over 15 years of program management and design experience, August has helped 100s of companies cultivate a more inclusive and equitable culture while connected thousands of youth and young adults to hands-on service to public lands, outdoor recreation and first time employment experiences.



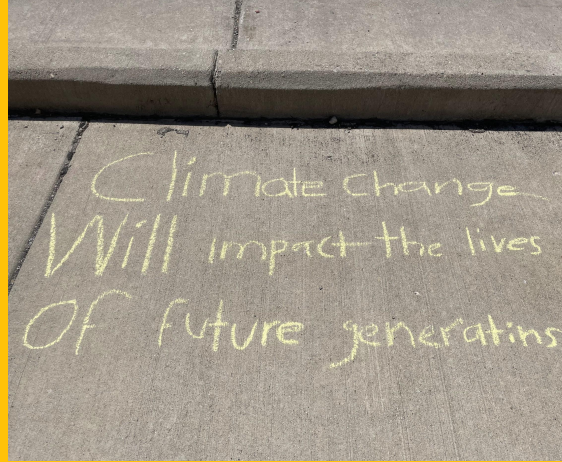
*“A city, a country, a world, full of planetary denizens, and social justice advocates.”*



Parker/Gentry  
Award 2022

WISCONSIN'S FIRST  
BLACK-OWNED  
CERTIFIED B-CORP







**Kendra Peavy:** Entrepreneur. Consultant. Coach. Advocate. Artist. Wife. Mom. Idea Generator. Go-to resource to get it done.

Kendra is the founder of BoldCo and the former head of global communications + sustainability at S'well.

She's a communications marketing strategist and sustainability specialist with 20+ years of experience guiding external positioning, brand visibility, content creation and impact programming for leading DTC and B2B brands. Having worked for, represented and coached entrepreneurs throughout her career, she's passionate about building responsible businesses with thriving cultures.

# bold co.

A Purpose Consultancy.

## Cultivating Bold Voices + Co-Creating Sustainable Change

- Coaching
- Communications
- Community
- Conservation

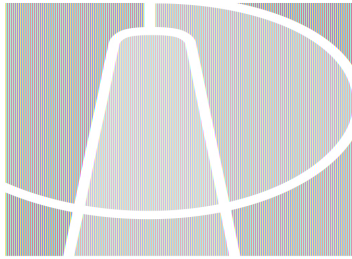
[boldco.co](http://boldco.co)

[@inboldco](https://www.instagram.com/inboldco)





**Rochelle Guastella:** Rochelle is the Director of Business Development at Artisan Dental with over 25 years experience in the dental industry. Rochelle creates exceptional quality care for patients, while at the same time ensuring that all stakeholders have the opportunity to flourish. Through the use of sustainable business practices along with a conscious capitalism mindset, Rochelle works to inspire others to co-create the greatest impact. She was recently named the recipient of the 2021 AADOM Green Leader Award.



ARTIS  
D E N T I

**Our Mission: to optimize the health and happiness of our patients, team members, suppliers, community, and the environment through exceptional quality care and sustainable business practices.**







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# Section One

## Audience

How might we find and engage the audiences that matter to us as purpose-led marketers?

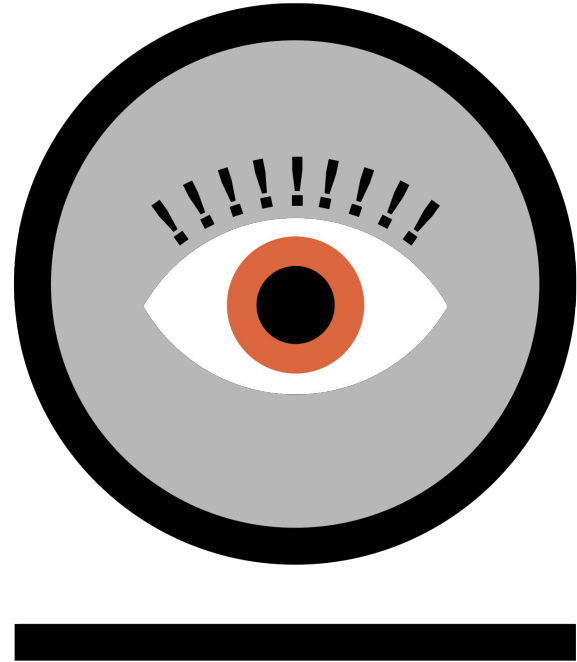
VOTE EVERY DAY.  
VOTE CORP.

VOTE EVERY DAY



# Question:

Who are the consumers that buy from purpose-led companies and why?



# Question:

How can we encourage more consumers to make purchase decisions based on a company's impact?



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# Section Two

## Messaging

How might we authentically communicate the impact that we are having on our stakeholders?

# Question:

How can we deliver impact storytelling and measure its effectiveness based on our company type?



# Question:

How can we avoid green washing or woke-washing to ensure we're not misrepresenting our impact?



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# Section Three

## Inspiration

How can we learn from those in our community that are telling their stories the right way?



# Question:

What companies are getting their impact storytelling “right” and what does that look like?



# Question:

What can we learn from companies that have missed the mark when speaking to impact?



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Q&A

Get your questions answered.

Please ask questions in the Q&A dialogue box.

# What's next?

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Resources and upcoming opportunities.

- [B Corp Resource Guide](#) to Impact Storytelling
- **Next webinar:** We're looking for diverse voices to share best practices – [reach out here to get involved!](#)
- **If you're a B Corp**, join the US/Canada B Corp Marketers group.
- **If not**, sign up for emails at [usca.bcorporation.net](http://usca.bcorporation.net).



# Thank you!

We appreciate you joining today's conversation.

