

New Research on Family B Corps Reveals They Need To Communicate Their Values More Clearly

Leadership Story Lab Publishes Ranking of 30 B Corp Family Businesses

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Barometer shows that trust in family businesses has been waning over the last few years, dropping six points in their 2022 report. As corporate citizenship has developed, consumers expect companies to espouse and demonstrate their commitments to causes like the environment, just supply chains, and social issues. Family businesses often have these values ingrained in them from their founding, yet it appears many are failing to communicate their long standing commitments.

“

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Esther Choy

8 Components of the VISibility Rankings

	Credentials		Competence			Character		
	Mentions B-Corp or other certifications	Easy to Find	Up To Date	Compelling and Engaging	Visual	Uses storytelling techniques	Creative Word Play	Family Story
Satisfactory	Displays labels that certify a company is implementing certain standards. These labels may include B Corp, USDA Organic, Non-GMO, Fairtrade, etc.	A casual website visitor will be able to find these credentials without searching for them.	Content is current and up to date, communicating relevancy and creating trust with site visitors.	Content is displayed in a way that invites a reader to learn more. Text is easy to read and piques curiosity.	Content uses photos, icons, or other image-based communication techniques to invite the reader in.	There's a beginning, middle, and end, which pays off with the feeling of satisfaction.	Catchy phrases are used to describe value-driven processes. Example: ALWRD zero-waste clothing line: "100% emotion. 0% waste."	A family story or founding story is present, providing a portal for viewers into their motivation for starting or continuing the company.
Room to Grow	Credentials are missing or not mentioned on website landing pages.	Credentials can only be found in old press releases, blog posts, or social media posts.	Content is out of date. In a time when things change rapidly year-to-year, out of date content can break trust with viewers.	Content is displayed in a way that is overwhelming, confusing, or difficult to read.	Content lacks photos or image-based communication techniques.	There is no storytelling structure present in the content.	Titles, captions, phrases, or content lack creativity, therefore missing the opportunity to express the company's character.	There is no family or founder story present.

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This is the criteria a company can review to understand how well they are communicating their values publically.

To understand how well family businesses are communicating their values, [Leadership Story Lab](#), a storytelling [coaching](#), consulting and training company, designed a ranking system with 8 criteria. The VISibility Ranking helps a company measure how well they are sharing their Values and Impact through Storytelling. LSL then scored 30 B Corp certified family businesses in how well they are communicating their values across these 8 criteria. Leadership Story Lab chose B Corp businesses as the certification process ensures the family businesses selected for review have proven to a third party that they are indeed values-driven businesses.

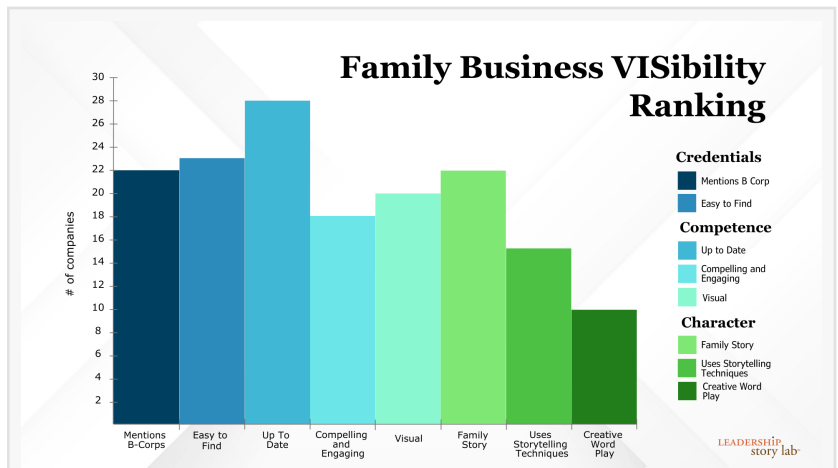
“Family businesses are a trove of incredible stories across generations, but often they don't take

the time to reflect on or share these stories,” said Esther Choy, Founder and Chief Story Facilitator at LSL. “When they do it [storytelling] the impact can be so powerful. Not only as a marketing strategy, but in elevating the purposes of the company internally and preparing the next generation for leadership. This is why I was interested in creating this ranking system.”

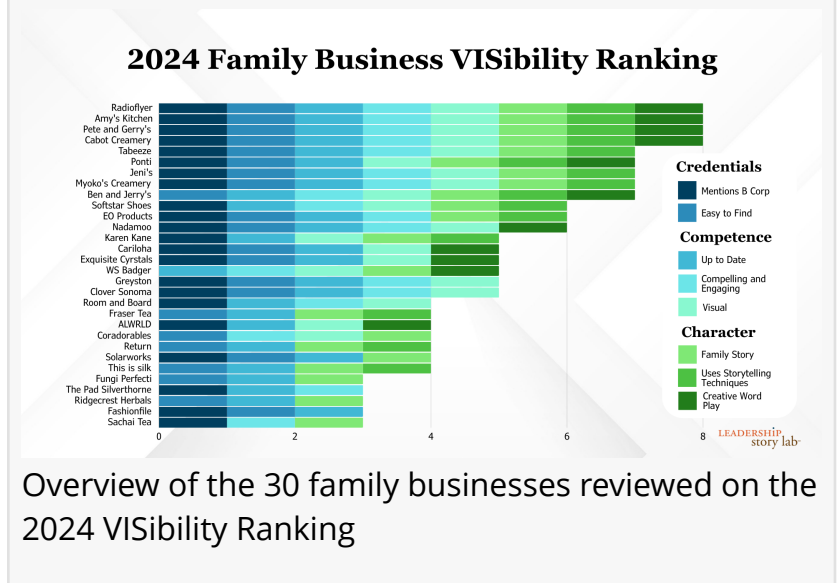
The ranking is now available on Leadership Story Lab’s website.

Here are some highlights.

- *Only four companies ranked Best In Class, meeting every criteria on the VISibility Scale.
- *Eight achieved the Great Storytellers level, scoring at least 6 out of 8.
- *The majority of companies (18) met less than 65% of the criteria, showing the opportunity to improve or start storytelling immediately.



This chart show how many companies met each of the eight criteria on the VISibility Ranking



Overview of the 30 family businesses reviewed on the 2024 VISibility Ranking

About Leadership Story Lab

Leadership Story Lab is a storytelling coaching, consulting and training company that uses classical storytelling techniques to serve modern leaders, giving leaders and teams the tools they need to implement a storytelling culture that improves internal and customer-facing communication, forms strong business partnerships, and brings a clear sense of purpose to their organizations. Since 2010, their [Certified Story Facilitator](#) Program has been helping coaches, consultants, professors, nonprofit managers, and other leaders become the trusted voice of authentic communication in their workplaces.

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