

**100% HUMAN  
AT WORK =**

# 100% HUMAN AT WORK

We believe the time has come for business to start thinking of people as human beings and not as resources. Moving away from maximizing profits and profitability to focus on how we can help people achieve their highest potential and purpose – which will naturally positively impact the bottom line.

With this fundamental concept and using the UN Principles for Business and Human Rights as a basic standard, The B Team has launched the ['100% Human at Work Initiative'](#).

As part of this initiative we've brought together an extraordinary network of organisations around the world who have helped us to shape and identify the elements that define a 100% Human organisation:



By 2026 100% Human at Work aims to catalyse one million businesses to change the way they work for the better and to help people thrive and realise their full potential.

Join us today by contacting Anna at [100%human@virginunite.co.uk](mailto:100%human@virginunite.co.uk)

The B Team is a not-for-profit initiative formed by a global group of business leaders to catalyse a better way of doing business, for the wellbeing of people and the planet.

Founded in the belief that the private sector can, and must, redefine both its responsibilities and its own terms of success, we are developing a 'Plan B' – for concerted, positive action that will ensure business becomes a driving force for social, environmental and economic benefit.

Plan A – where business has been motivated primarily by profit – is no longer an option.

We are focused on starting 'at home' in our own companies, taking collective action to scale systemic solutions and using our voice where we can make a difference.

The team includes:

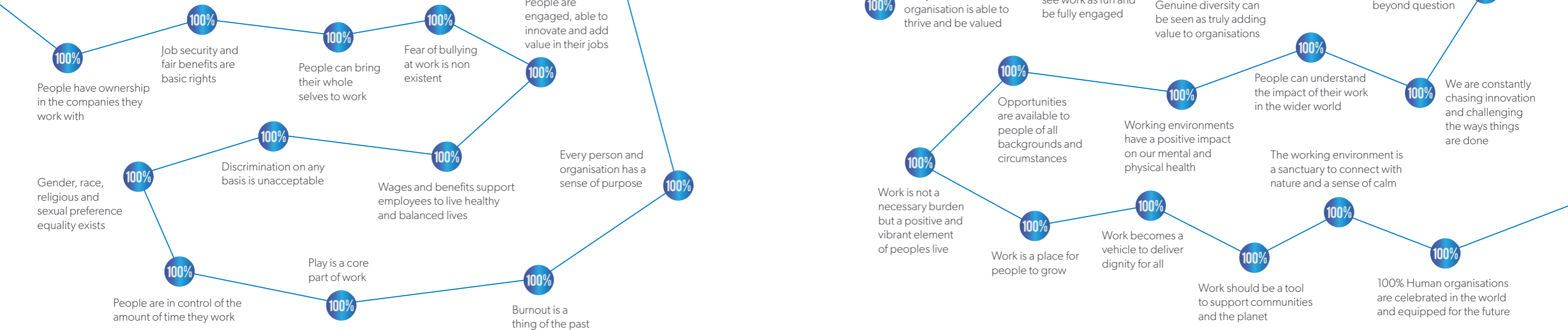
**Sir Richard Branson // Oliver Bäte // Marc Benioff // Dr. Gro Harlem Brundtland // Sharan Burrow  
Kathy Calvin // Bob Collymore // David Crane // Arianna Huffington // Dr. Mo Ibrahim // Yolanda Kakabadse  
Guilherme Leal // Andrew Liveris // Strive Masiyiwa // Arif Naqvi // Dr. Ngozi Okonjo-Iweala  
François-Henri Pinault // Paul Polman // Mary Robinson // Ratan Tata // Zhang Yue  
Professor Muhammad Yunus // Jochen Zeitz**



“Helping people to reach their highest potential and purpose naturally has a positive impact on the bottom line of business. All businesses should move away from solely focusing on maximising profits and profitability. People are not resources, they are change-makers.”

– Richard Branson

# 100% HUMAN WILL CREATE A WORLD OF WORK IN WHICH;





# CURRENT NETWORK MEMBERS

At the heart of everything that we do is our extraordinary Community of people who have joined us to help drive change in the way we work.

Our mission is to catalyze a movement of business leaders, driving a better way of doing business for the wellbeing of people and the planet, that can influence the future shape of work for the better.

Members of our community share the belief in the power of collaboration and entrepreneurial solutions. They learn from one another and constantly seek to disrupt the way we view the world and the workplace. As a member, you'll be invited to unique gatherings, member events, share in thought leadership and be inspired to form new ways of working.

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Etsy  
Virgin Active  
Leadership Jersey  
Cabinet Office  
Chanel  
Harbottle & Lewis  
DELOS  
BCG  
TED  
OLIVER WYMAN  
natura  
CREDIT SUISSE  
nextjump  
KELLEHER  
London Stock Exchange  
Gensler

THE B TEAM

# HOW ARE WE DOING IT?

10 years from now we want to have over a million organisations worldwide as part of the network.

The best talent in the world will only consider working for or engaging with organisations that are or are working to be '100% Human'. Consumers will be more drawn to 100% Human businesses.

And the power of this community of organisations will influence others to improve the way they treat their people in their own sphere and within their supply chains.

## Here's how you can get involved;

- Join our community to learn from and be inspired by the best companies in the world who are disrupting work for the better
- Attend our international gatherings
- Help to grow the community by hosting your own local gatherings
- Experiment within your own organisation and share those experiments
- Collaborate with others in the network to focus on specific challenges
- Help us define and shape the Future of Work
- Help set up regional hubs
- Contribute to our working groups focused on;
  - » Celebrating Diversity
  - » Refugees & Migrant Workers
  - » Fairness in the supply chain

## Respect

*"Due regard for the feelings, wishes, and rights of others."*

### We believe that work should be respectful

Work should be a place where different values and beliefs are respected; where there is respect for privacy; and where all workers are treated with dignity. We believe that workers should be given job security and benefits that respect their human rights. We believe that respect is the very foundation of a 100% Human company.







## Growth

*"The process of developing physically, mentally, or spiritually."*

### **We believe that work should enable growth**

Work should be a place for empowerment, challenge, learning and advancement. This means training and development for all, a working environment that is designed for innovation, leadership that listens and a culture that encourages wellbeing. We believe that through individual growth, workers can contribute to business growth.



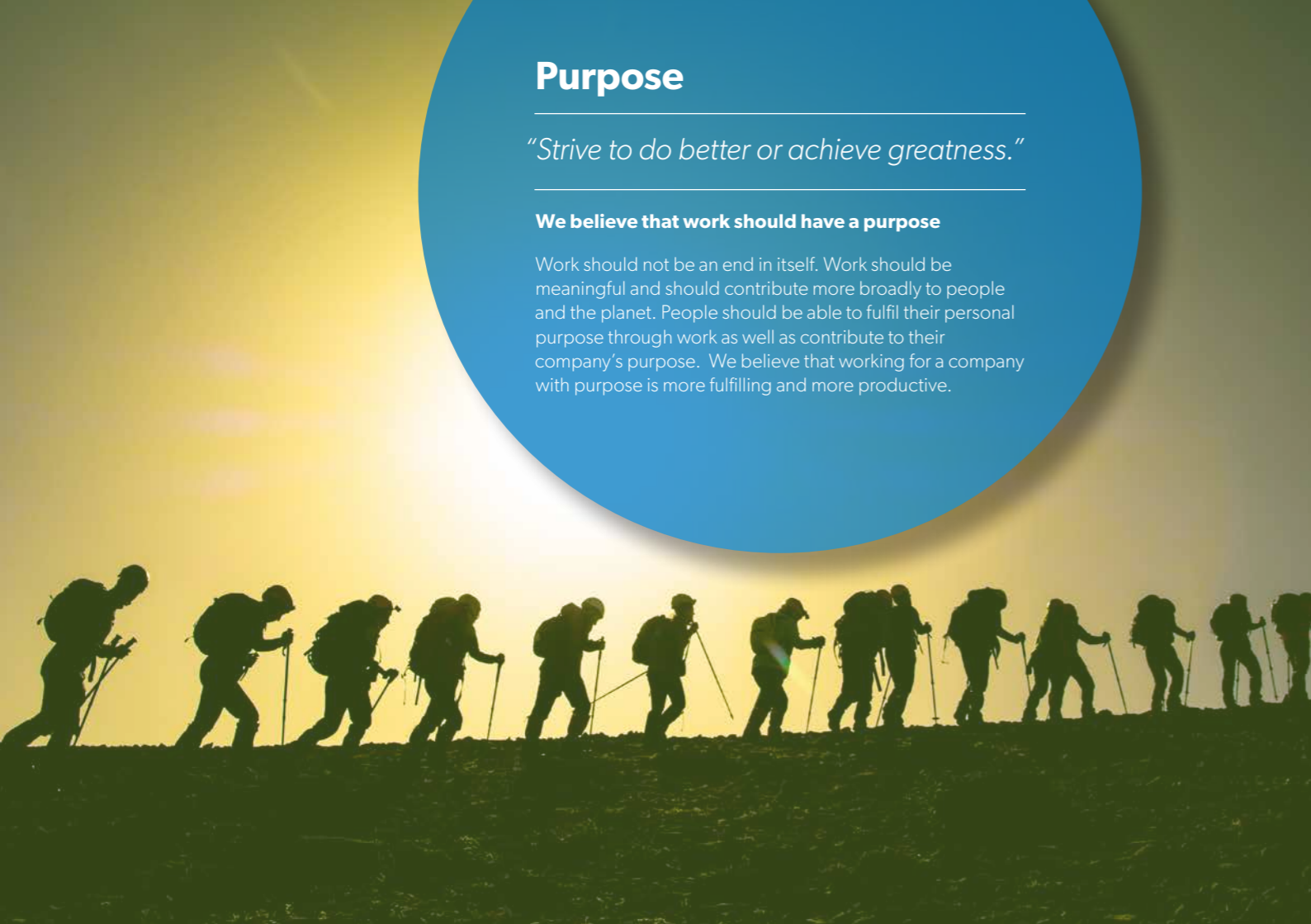
## Equality

*"The state of being equal, especially in status, rights, or opportunities."*

### **We believe that work should be equal**

There should be equal pay and benefits for equal work; working conditions should be transparent; treatment should be consistent; workers should be confident that they are safe and healthy. We believe that only through fairness and equality of opportunity can a business realise the true potential of the talent within it. We also believe that diversity is good for business.





## Purpose

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*"Strive to do better or achieve greatness."*

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### **We believe that work should have a purpose**

Work should not be an end in itself. Work should be meaningful and should contribute more broadly to people and the planet. People should be able to fulfil their personal purpose through work as well as contribute to their company's purpose. We believe that working for a company with purpose is more fulfilling and more productive.



## Belonging

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*"To be part of something bigger.  
To be connected."*

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### **We believe that work should be a place to belong**

Work should enable participation, relationships and community – locally and globally. Workplaces should be designed to facilitate human interaction, collaboration and creativity. We believe that workers achieve more through partnership and teamwork than through competition and politics.





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# ***THE B TEAM***

**bteam.org**