

THE B TEAM

Terms of Reference Strategy 2028

Summary

The B Team seeks a consultant to support our strategy process for our 2028 strategy.

Context

As The B Team, we believe business and business leaders have a fundamental role to play in creating shared wellbeing on a healthy planet.

Over the last decade, we've mobilized business to drive positive impact and generate profit. While the world around us continues to change, climate change, nature loss, and social inequities remain realities – alongside the transformative opportunities presented by advancements in artificial intelligence.

Through our 2028 strategy, we aim to focus on clear action and outcomes that truly deliver value and identify the unique role of The B Team in this.

This effort builds on our [Strategy 2025](#) and the work that The B Team has done to build a [New Leadership Playbook](#) and our [10-year impact report](#), which includes stories of new leadership in action, resources to get started, and guiding questions to unlock greater business leadership ambition.

Scope & deliverables

- Provide feedback on the strategy process, including helping us think through creative approaches and highlight unique features in other strategies we may want to draw inspiration from
- Support a stocktake exercise, which will be rooted a reflection on the changing geopolitical context and what the world needs, our changing ecosystem and our unique role/contribution
- Support iterative outreach to key stakeholders, across the strategy process
- Provide effective prep materials and more in-depth (up to a day of time) consultation as we shape two in person B Team Leader meetings (April 24 and June 8)
- Help create a Monitoring Evaluation and Learning (MEL) system aligned from the strategy to report on impact
- Support drafting of the strategy, including integrating feedback at various stages
- Advise on how to finalise/visualise/present strategy
- Support in the planning of a launch of the strategy

Timeline: The consultant should be available to start by February 3, 2025 and should aim to complete the assignment by September 2025, and should also be available to contact during the project.

Fee: The B Team is able to offer USD 15,000 for this assignment.

We are looking for a consultant who has:

- A deep understanding of the changing geopolitical landscape

- Experience designing and implementing a strategy in a comparable organization
- Familiarity with strategy tools/methods
- Knowledge of The B Team/our space
- Understanding of MEL and ability to help adapt our system to the new strategy
- Willingness to support the team and help do the work (create surveys, analysis, summaries, decks, other assets, etc.)
- Work across multiple time-zones, specifically UK, Europe, and US East & West Coast

How to Apply

- Applications should be sent to Esha Mufti by email at em@bteam.org by January 31, 2025. Applications will be reviewed on a rolling basis.
- Applications should consist of:
 - A cover letter including why the consultant has the skills for this assignment
 - A short outline of how you'd approach this assignment, including a budget indicating the time/resources expected for the work
 - A resume, including contact details for referees
 - Teams are welcome to apply as long as roles are clear and one person is able to lead the work.

About The B Team

The B Team is a global collective of business and civil society leaders driving a better way of doing business for people and planet. We advocate for economic systems change and new corporate norms — to protect our natural environment and secure a safe, sustainable and equitable future for all.