

A day in the life of your brand (in the near future)



Our Agenda

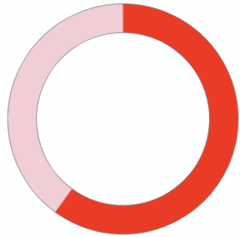
- ① The State of Purpose Right Now
- ② Pressure Testing Your Purpose
- ③ Proving Your Purpose
- ④ Final Exercise



Part 1

State of Purpose '21





2/3 of consumers
buy based on
brand “values”



Ben & Jerry's enjoys price elasticity, frequency of use and word of mouth advantage.



ESG During the
Pandemic

#1 Selling Branded Ice Cream in 2020



Trust Gap



Trust Gap



The topic of sustainability is evolving rapidly during COVID.

 NPR

WHO Declares Coronavirus Outbreak A Global Health ...

Several countries, including the U.S., have started to evacuate citizens from Wuhan because of concerns about the coronavirus. As NPR's Bill ...

Jan 30, 2020



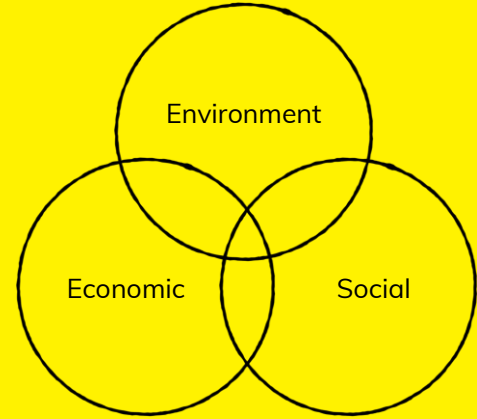
 NPR

Coca-Cola, Delta And Other Companies Slam Georgia Voting ...

James Quincey, Coca-Cola CEO and chairman, expressed disappointment with the legislation's outcome in a statement Thursday and said the ...



ESG During the
Pandemic

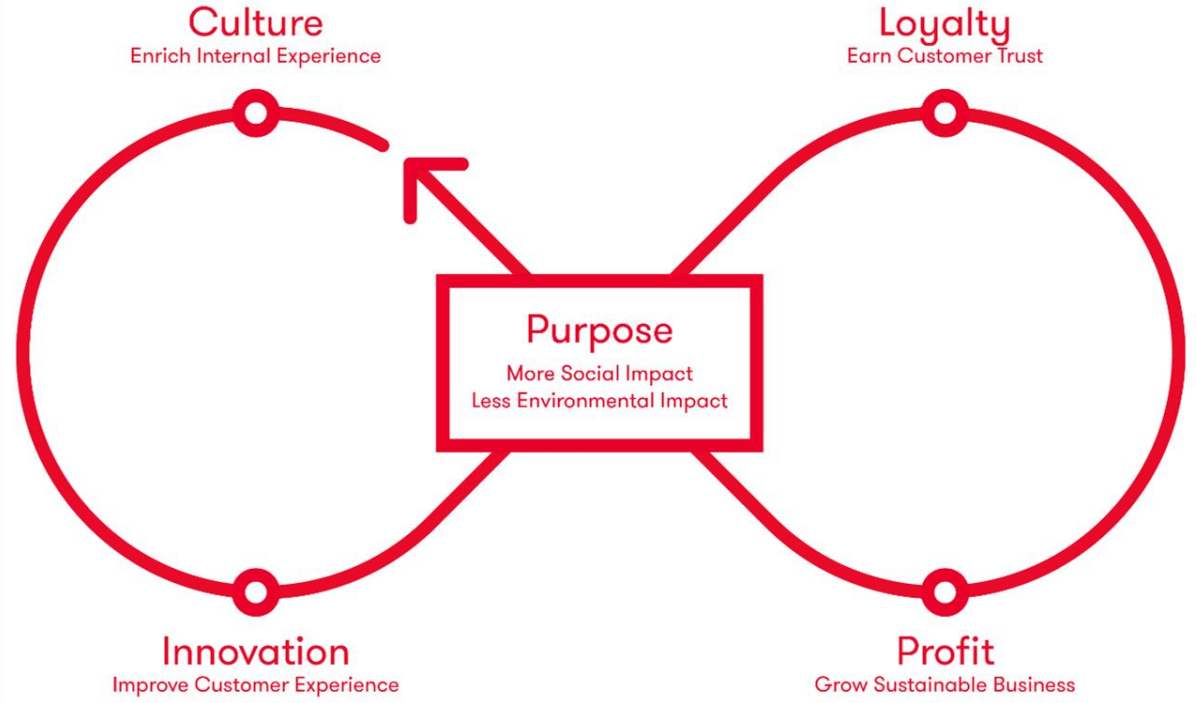


Pre-pandemic

Post-pandemic

ESG During the
Pandemic

Purpose Profit Cycle



ESG During the
Pandemic



What the world needs?



What consumers need?

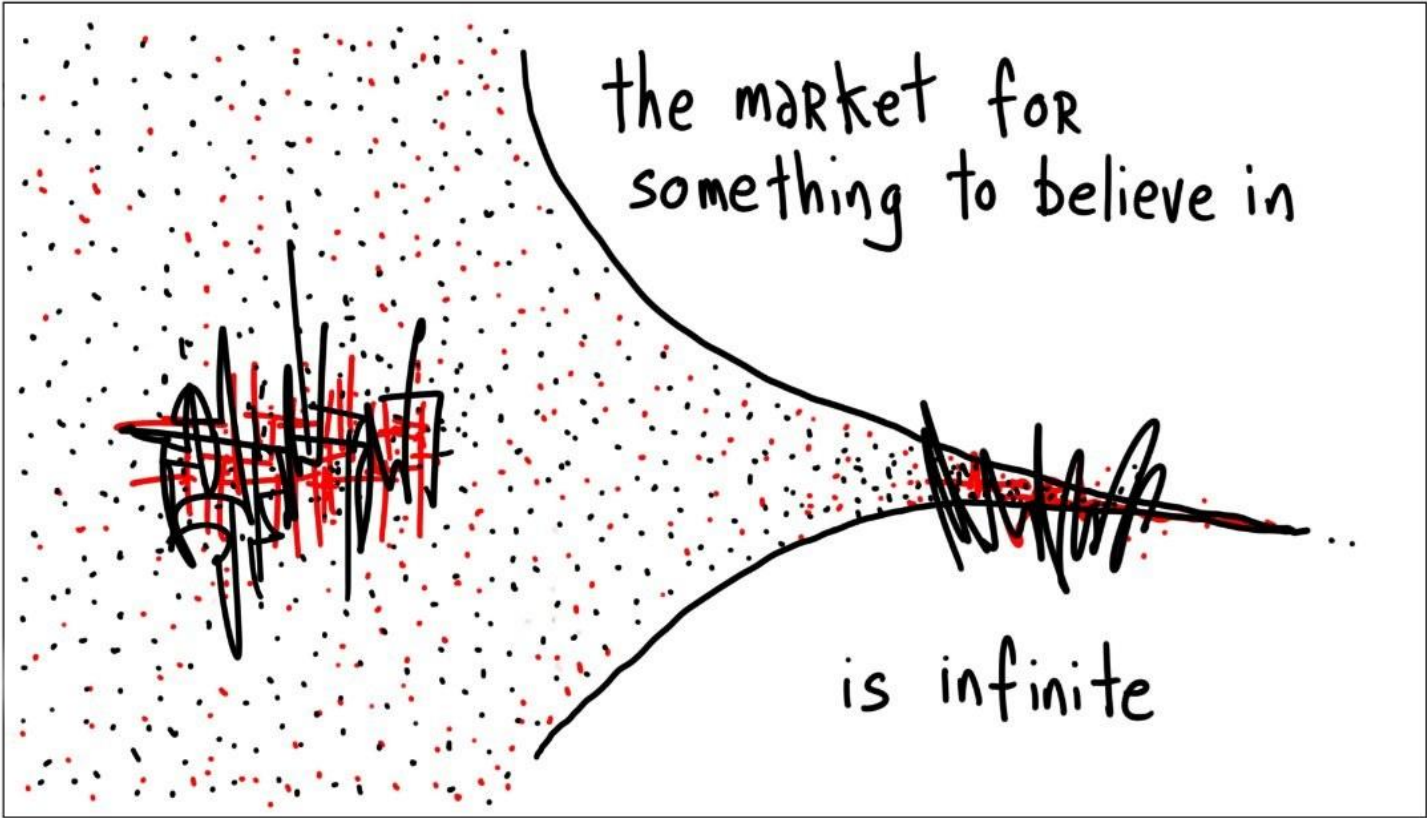
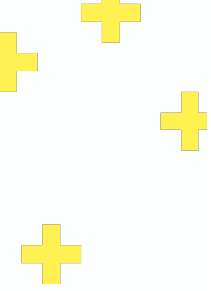
Reimagining Purpose
and Sustainability for
Credit Unions

Brand Action









Pressure-
Testing
Purpose

Antoine de
Saint - Exupery

If you want to build a ship,
don't drum up people to
gather wood, divide the work
and give orders. Instead,
teach them to yearn for the
vast and endless sea.

Pressure-
Testing
Purpose

To inspire and develop the
builders of tomorrow.

Pressure-
Testing
Purpose

LEGO

To inspire and develop the
builders of tomorrow.



Brands can have a huge impact on the world, for better or worse.

We'd like to be on the right side of history.



Part 2

Pressure Testing Purpose



Part 2

Pressure Testing Purpose

Paper Purpose vs. Actionable Purpose





Purpose



Purpose



Activated



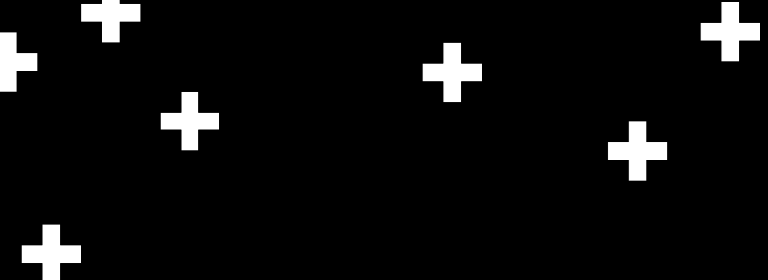
Purpose



Purpose

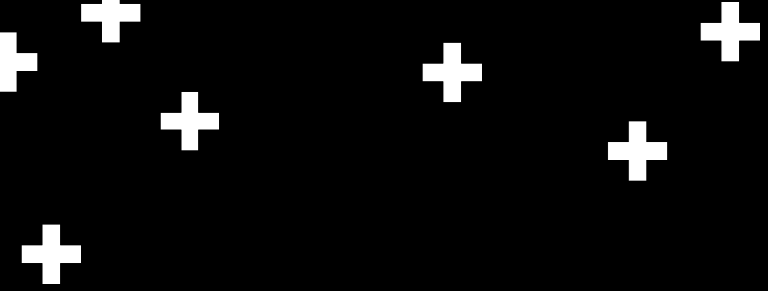


Activated



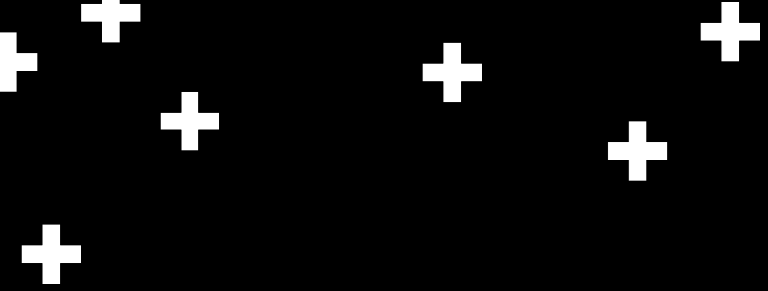
90% of executives understand the importance of purpose, but only 37% say their purpose is well articulated and understood by their employees

– The Business Case For Purpose, Harvard Business Review



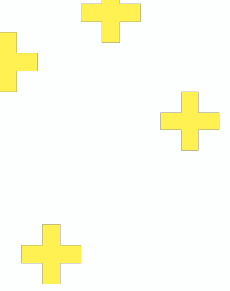
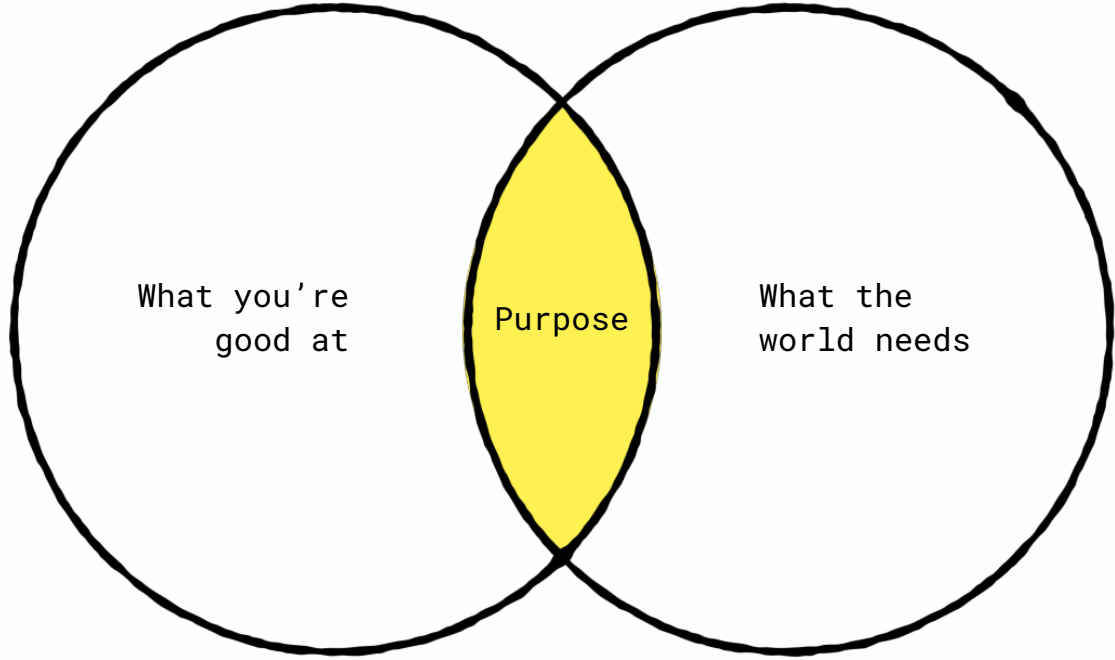
Only 41% of employees agree that they know what their company stands for and what differentiates it.

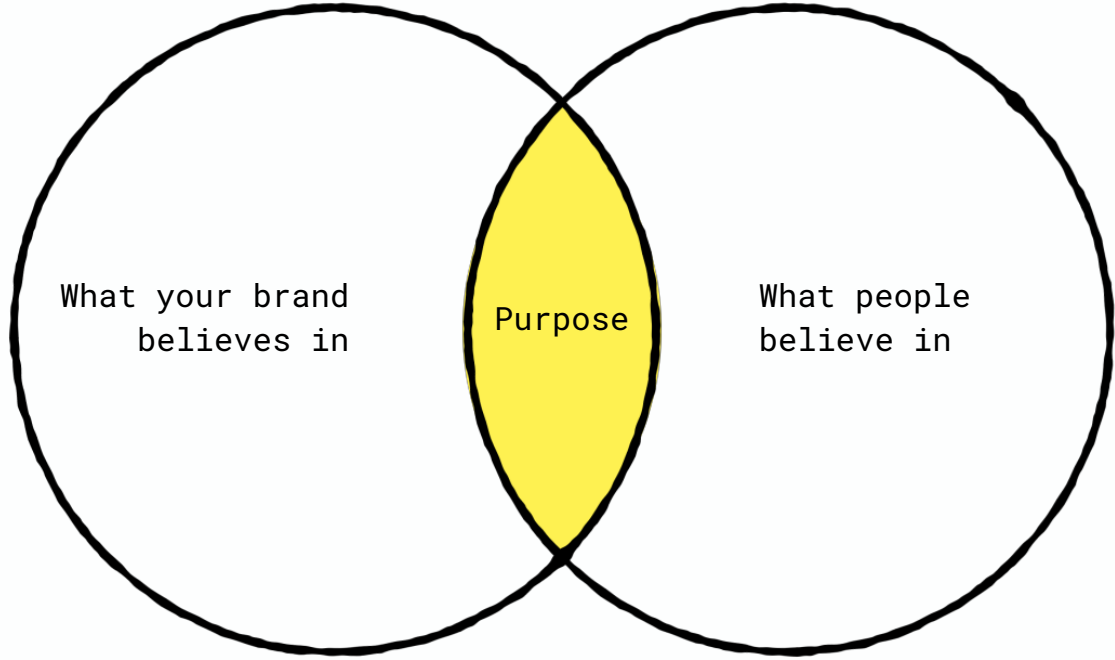
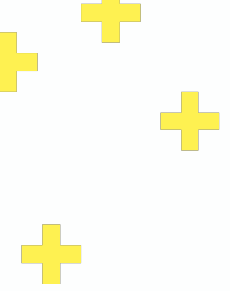
– Gallup

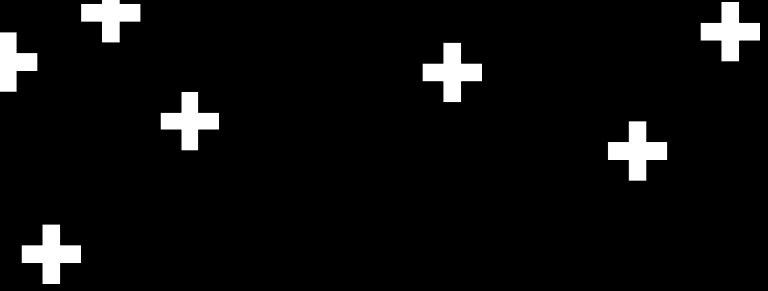


Two-thirds of consumers are buying based on shared brand values.









What is an actionable purpose?



What is an actionable purpose?

*An idea that ignites hearts and minds
of all your brand stakeholders*



What is an actionable purpose?

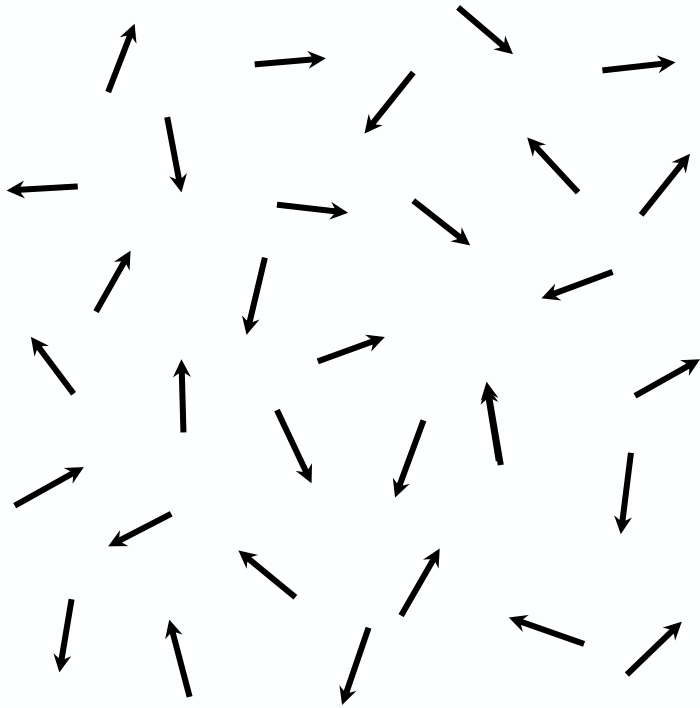
Making your brand's purpose real by living it, inside and out, creating your brand's biggest unfair advantage.



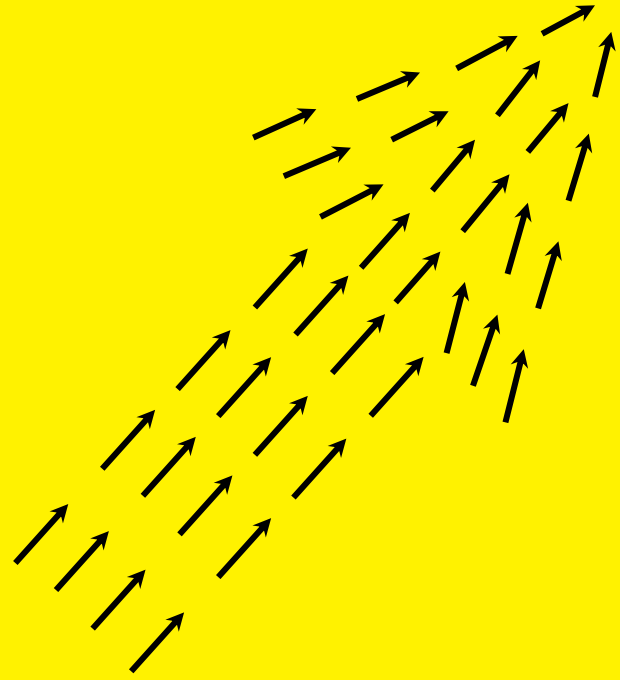
What is an actionable purpose?

Purpose is the multiplier of energy

Purpose



Activated Purpose



Is it an
actionable
purpose?

Actionable Purpose Criteria

innovative

Does it work as a creative or innovation brief across the whole brand spectrum?

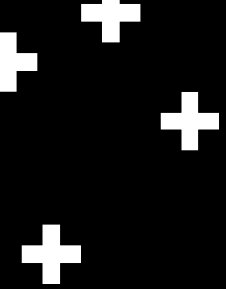
motivating

Does it motivate people to participate with your brand, inside and out?

longevity

Is it culturally relevant and nimble, designed for the long haul?





When Purpose Fails

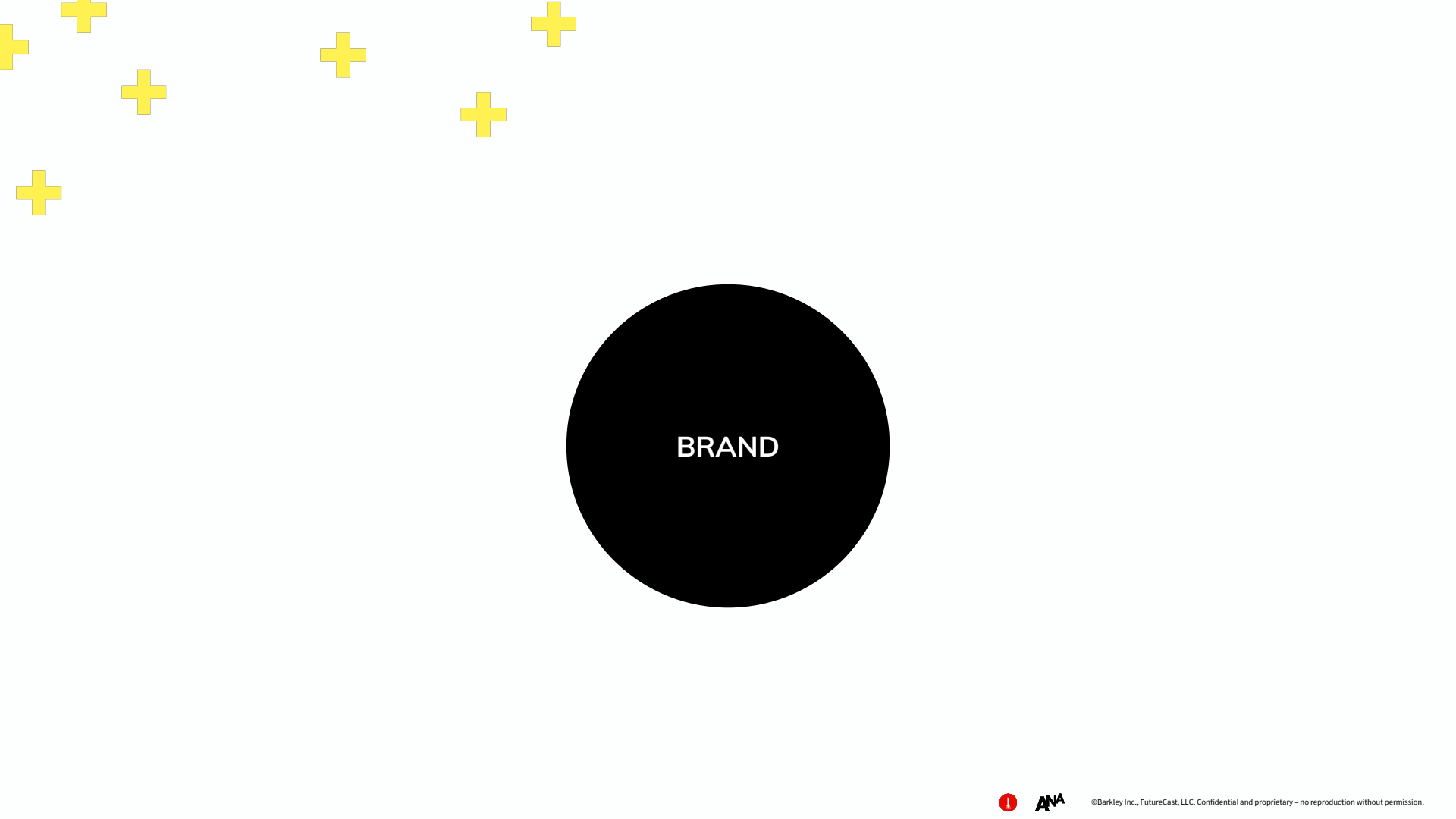
When purpose fails

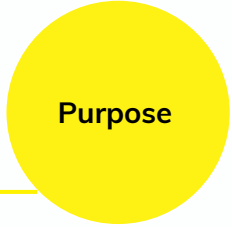
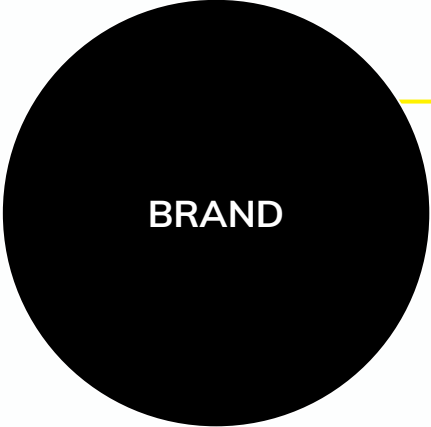
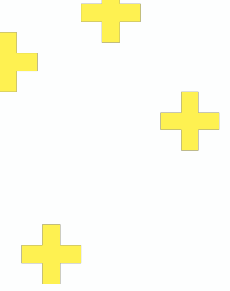


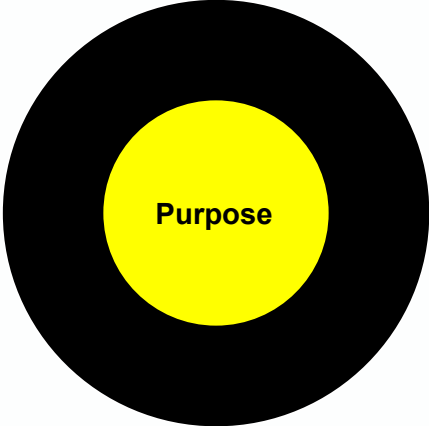
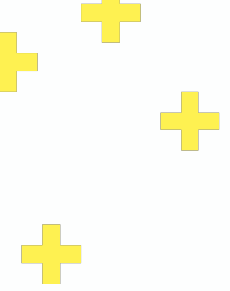


Purpose Fails

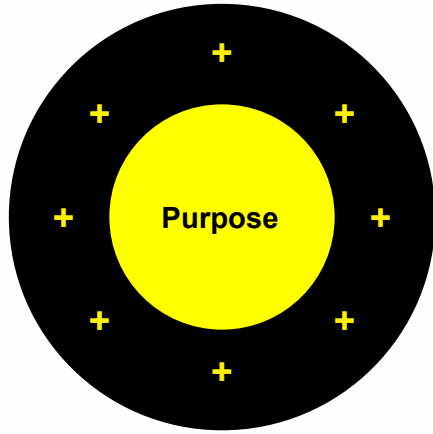
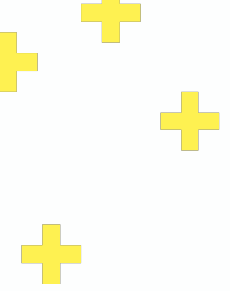
- No meaning to individual - too much about brand (“hero not helper”)
- Purpose washing
- Tone deaf
- No connection to brand
- No adoption, inside or out
- Poorly communicated
- Unfocused
- Change fatigue
- Mandate not movement





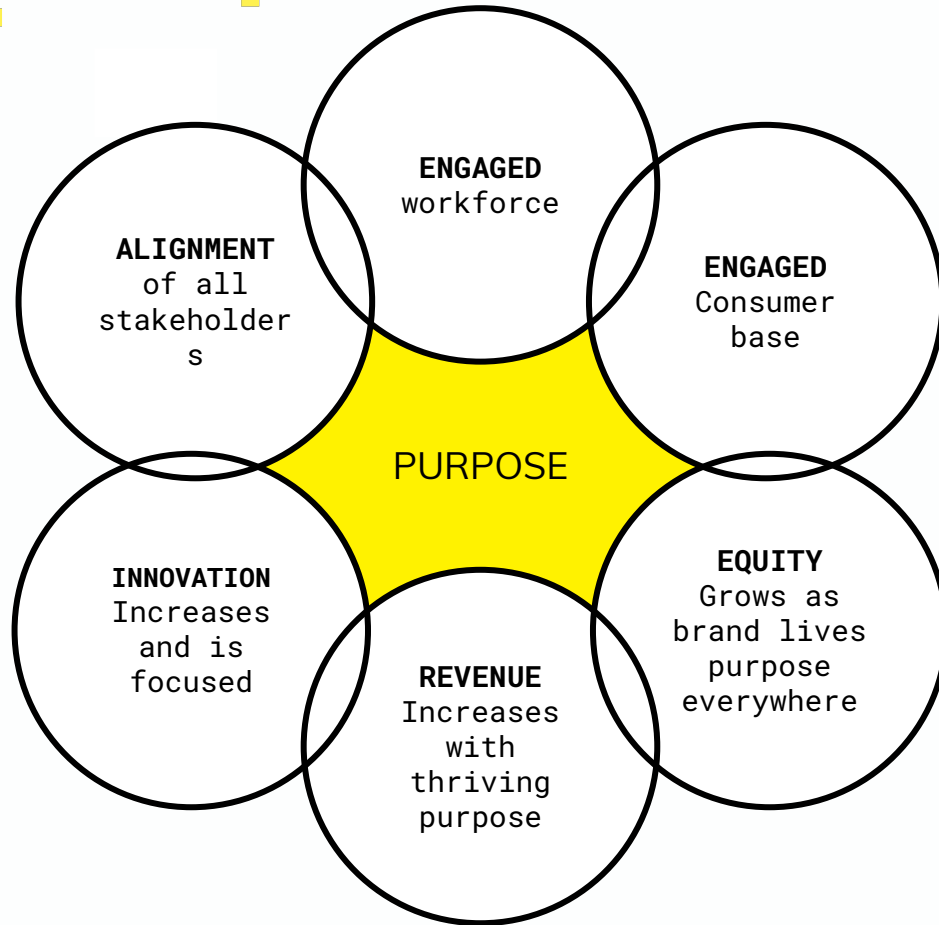


BRAND



BRAND

When purpose thrives






Modern consumers don't want
to be a part of your story.



They want you to be
a part of theirs.

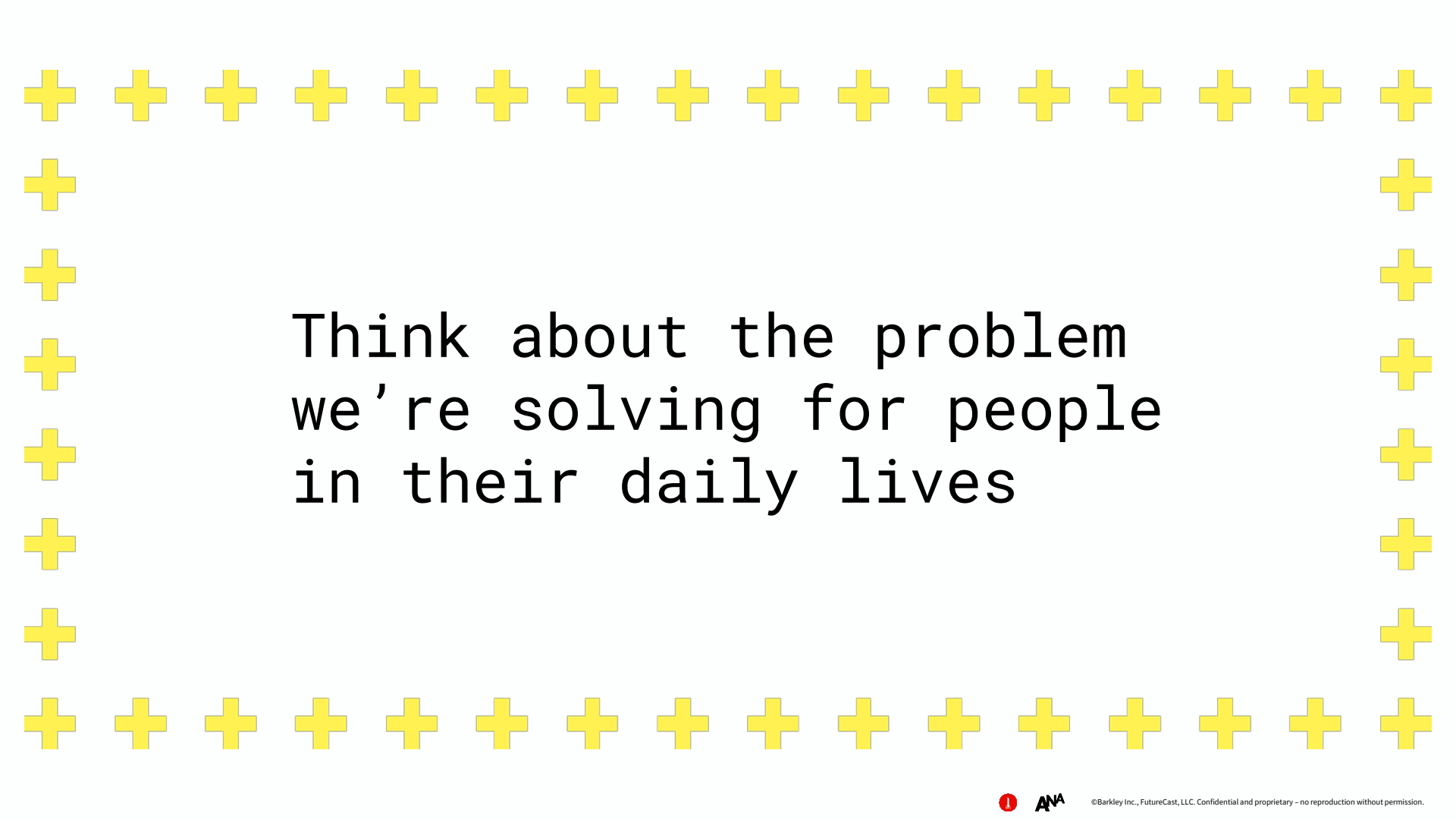


Most people think:
A strong purpose makes
people feel good about
your brand.



We know:

A strong purpose makes
people feel good about
themselves.



Think about the problem
we're solving for people
in their daily lives

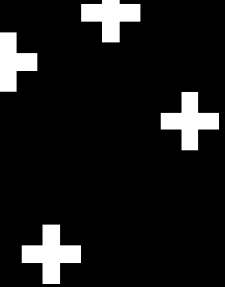


Our purpose is to awaken
a lifelong love of the
outdoors for all

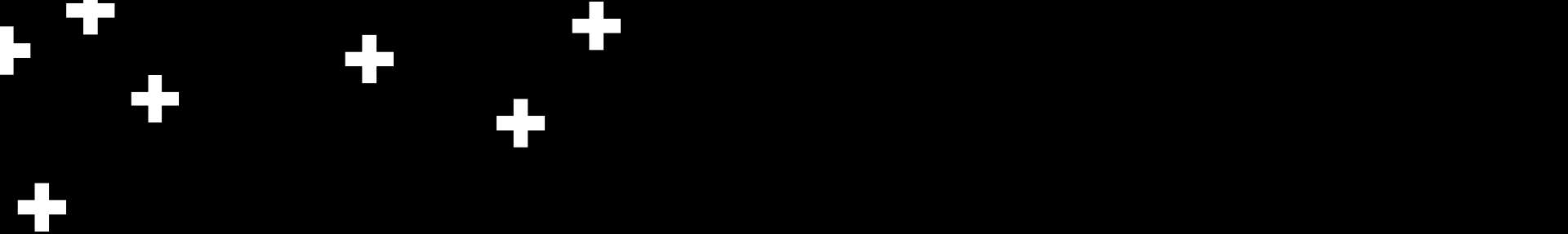
Pressure-
Testing
Purpose

REI

Our purpose is to awaken
a lifelong love of the
outdoors for all



An Actionable Purpose Audit for Your Brand



True or False?



Our organization fulfills a deep-seated need of our customers, not just their wants or desires



**Our customers would be
genuinely distraught if we
ceased to exist**



Our teams have a deep understanding of how our higher purpose translates into the tasks they do and the decisions they must make every day



**We routinely encourage
employees to make business
decisions on their own when
their initiatives are aligned with
the company's purpose**



**Our investments and research
priorities reflect our purpose**



**Our company prioritizes purpose
over short-term profits**



**Our best employees would leave if we
stopped being true to our purpose**



**We have a clear vision of
how the world would look if
we fulfill our purpose**



**Our organization is
characterized by high levels
of energy and creativity**



**We actively seek suppliers and other
business partners who share a
commitment to our purpose**



**Our brand purpose is a reason why
consumers choose us.**



**People and communities participate
with our brand beyond purchasing.**



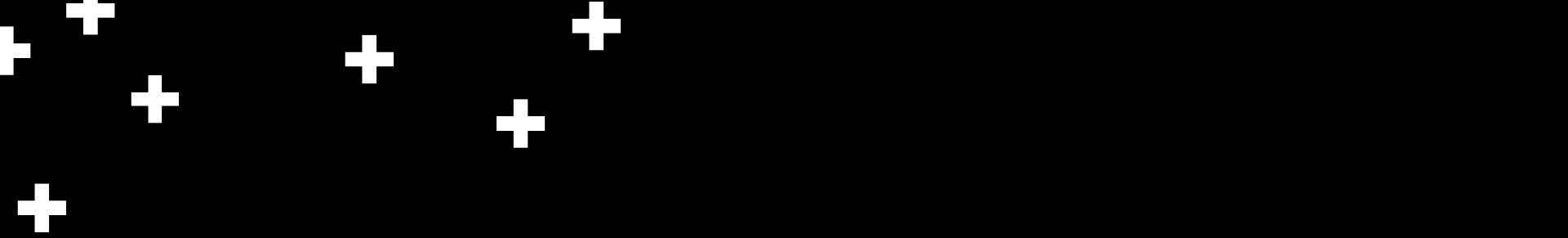
**Our purpose inspires
and drives innovation.**



**Our purpose helps
you recruit talent.**



How did you do?



5 Minute Break



Pressure Testing Purpose

Getting From Why to How



Building Blocks of Purpose



Building Blocks of Purpose

story

Brand origin and narrative

connection

Products and services

participants

For all stakeholders

tone

Brand archetypes

enemy

What or who are you against?
Name them

change

Name the change you want to see in
the world

stand

Movement, enemies, dissatisfaction,
nemesis

proof

Inspiring meaningful action

Building Blocks of
Brand Purpose

Brand Story

Go deep inside your origin story? Is there anything that can be brought to life in a bigger way?

Why was your brand founded? What problems or challenges existed? Can they be modernized for the future?

When was your brand at its best? What was different then?

How does your brand make people feel on your best day?

What are your greatest equities worth bringing to the future? What should you sacrifice?

Are there any original tenets or historical documents that can lead to an evolved purpose?



Fan Food

not fast food

Building Blocks of
Brand Purpose

Brand Connection

Is your purpose born from what you do or how you do it?

Does it make a clear connection to your products and services?

Do people get the soul of your brand through all of your actions?

Do your brand actions drive consistency or coherency or do they confuse?

Are you over-committing to actions that are worthwhile but don't build overall equity for your brand?

Can you use different parts of your journey to inspire new actions for other parts of your journey?

—

Storytelling.
Storydoing.
Storyliving.



**TODAY I HEARD
TWEENS
DISCUSSING
SUPPLY CHAINS**

Building Blocks of
Brand Purpose

Brand Participants

Does your purpose motivate your employees beyond their job description?

Does it inspire passionate communities of people outside to participate with your brand?

Does it inspire influencers to defend your brand?

Can your purpose inspire powerful partnerships with other like-minded organizations that go beyond products and services?

Does your purpose inspire people, inside and out, to actively co-create, create and advocate on your behalf?

Do you make it as easy as possible for people to “use” your brand?

Building Blocks of
Brand Purpose

Brand Tone

Does your purpose inspire a verbal tone for your brand? Have you articulated it?

Does your purpose inspire a visual tone for your brand? Have you articulated it?

Have you identified a personification of your brand and/or an archetype?

Do you have internal mechanisms inside your brand to keep people aligned and inspired on your brand tone?

Does your brand tone feel true to your brand on its best day?

Can it actually inspire ideas across your entire brand?



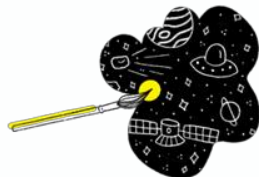
Caregiver

Characterized by the unselfish concern and/or devotion to nurture and care for others.



Citizen

Driven by a deeply instilled sense of personal integrity, fairness, equity and responsibility to the community.



Creator

Possesses a passionate need for self-expression, to be a cultural pioneer.



Explorer

Motivated by a powerful craving for new experiences.



Hero

Acts to redeem society by overcoming great odds by completing acts of strength, courage and goodness.



Innocent

Pure, virtuous and faultless, free from the responsibility of having done anything hurtful or wrong.



Jester

Seeks to lighten up the world by joyfully living in the moment.



Lover

Possesses an unbridled appreciation and affection for beauty, closeness and collaboration.



Magician

Driven to understand the fundamental laws of the universe in order to make dreams into a reality.



Rebel

A force to be reckoned with, representing a voice that's had enough.



Sage

Gently shares great wisdom with compassion to illuminate a path where mistakes are not repeated.



Sovereign

A model of proper behavior while exuding an untouchable quality of privilege and royalty.

Building Blocks of
Brand Purpose

Brand Enemy

What are you against?

Can you pick a fight?

Have you identified your enemy or enemies? Hint: Not your competitors.

What is the villain in your brand story?

Building Blocks of
Brand Purpose

Brand Change

What do you want to see change in the world that your purpose can help with?

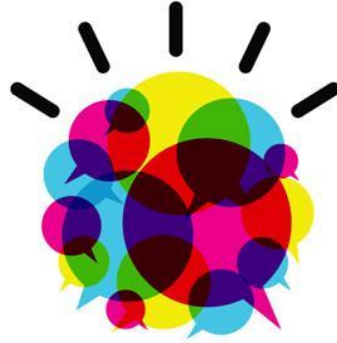
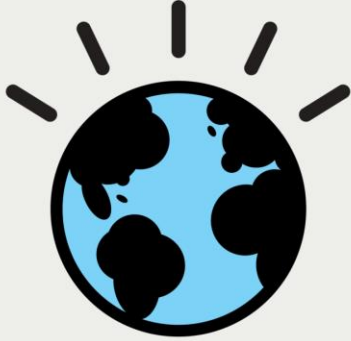
What does the world look like if your mission is successful?

How do you want the world to be different?

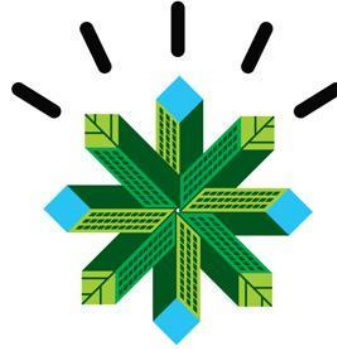
Be clear about the change.

Rally your people based on a shared intention.

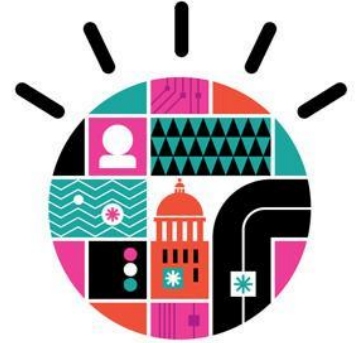
Let's
build a
smarter
planet



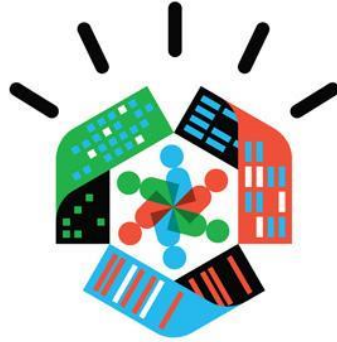
Smarter Communication



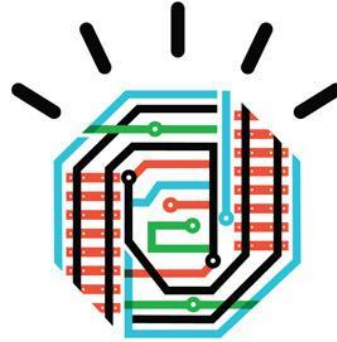
Smarter Buildings



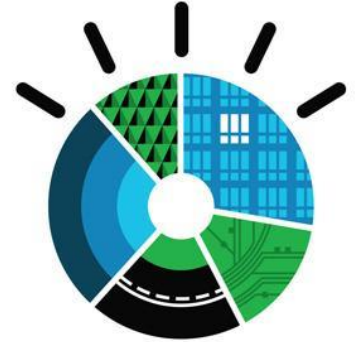
Smarter Government



Smarter Work



Smarter Transit



Smarter IT

Building Blocks of
Brand Purpose

Brand Stand

Have you identified something wrong in the world that your brand can help with?

Has your brand determined the change it would like to see in the world?

Have you identified your enemy or enemies?

Has your brand determined what it will stand for in order to make change in the world?

Does your purpose feel more like a movement or a mandate?





**People don't believe in
brands but they do
believe in ideas.**

Building Blocks of
Brand Purpose

Brand Proof

A brand action and overcommitment that serves to prove its purpose in a meaningful way, ultimately creating its own “media.”

Are your brand actions building equity and connecting to your purpose as often as possible.

Are you seizing opportunities along the brand journey to make every moment most special or more memorable, branding your way?

Is your purpose inspiring new products or services that will bring your purpose to life?

Are you practicing “storydoing” as much or more as storytelling?

Can you create a catalyst that announces your brand purpose in a big way?

Building Blocks of
Brand Purpose


Brand Proof

A brand action and overcommitment that serves to prove its purpose in a meaningful way, ultimately creating its own “media.”





Pressure Testing Your Purpose



Pressure- Testing Purpose

Is it Heroic?

Is it Sticky?

Is it Inviting?

Is it Personal?

Is it Galvanizing?

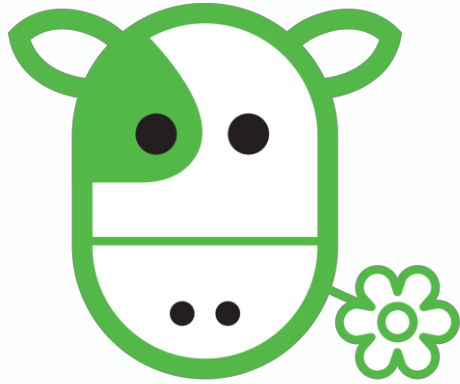
Is it Evolving?

Is it Measurable?



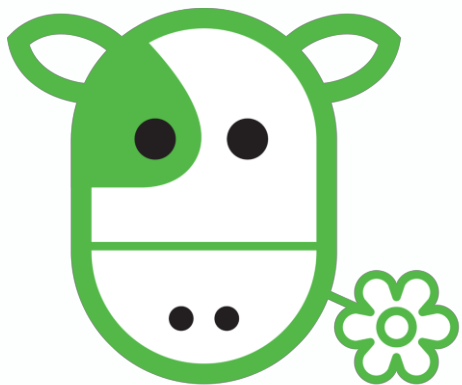
Activity #1

Wrestling the Statement



Green Nellie & Friends

Yogurts & Cheeses & Goodness



**Green Nellie
& Friends**

Yogurts & Cheeses & Goodness

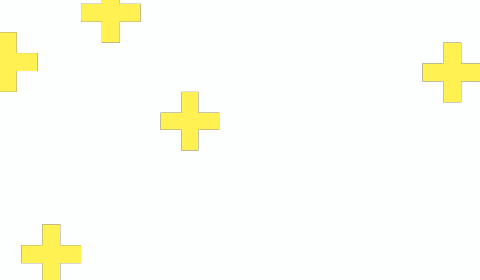
Purpose statement

We exist to _____ what _____

by _____ how _____

because _____ why _____

so _____ impact _____ .



Unilever

Make sustainable living
commonplace



We are in the business
to save our home planet

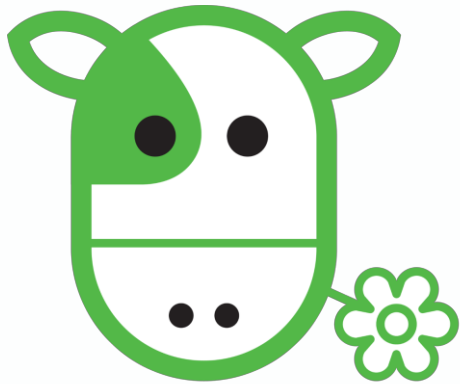


We create chemistry

We create chemistry for a
sustainable future



Nourishing families so they
can flourish and thrive

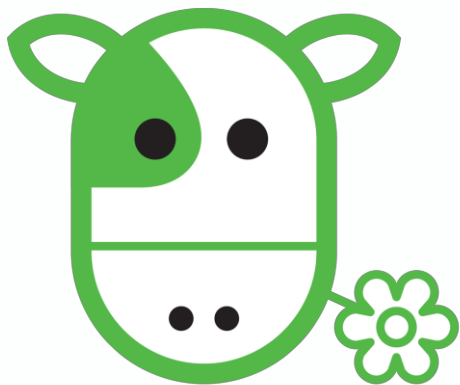


**Green Nellie
& Friends**

Yogurts & Cheeses & Goodness

Purpose statement

To produce delicious,
kid-friendly dairy
products for families
around the world
to enjoy.



**Green Nellie
& Friends**

Yogurts & Cheeses & Goodness

Purpose statement

We exist to produce delicious, kid-friendly,
grass-fed dairy products

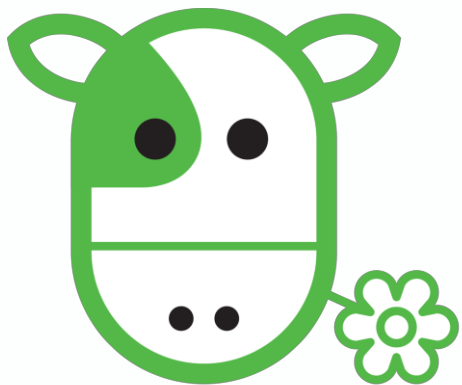
by living up to strict organic standards

because kids need easy, accessible and delicious
ways to get their calcium and protein

so more kids in the world can be well-fed and knowledgeable
about their nutrition, eventually raising their own well-fed
children ■



10 MINUTE BREAK



**Green Nellie
& Friends**

Yogurts & Cheeses & Goodness

Purpose statement

Thoughtfully and
nutritiously feed the
future of the world

We exist to accelerate
the planet's transition to
sustainable energy.

Pressure-
Testing
Purpose

Tesla

We exist to accelerate
the planet's transition to
sustainable energy.



NOTE:

1. How you communicate is an idea
2. When you communicate is an idea
3. Who communicates is an idea



**The more the world knows
your declared intention and
sharp idea, the faster your
story will grow.**



Part 3

Proving Brand Purpose



Activating Purpose Across The Whole Brand (inside and out)



Brands



People



Brands



People

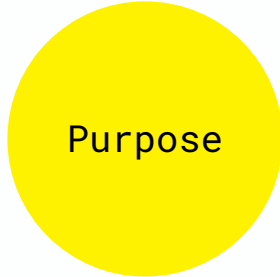
Whole Brand Spectrum

Business
Ideas

Marketing
Ideas

Inside

Outside



Sustainability

Culture

Products +
Services

Design +
Experience

Purpose

Actions

PR

Content

Advertising

Whole Brand Spectrum

Business
Ideas

Marketing
Ideas

Inside

Outside



Purpose Authority

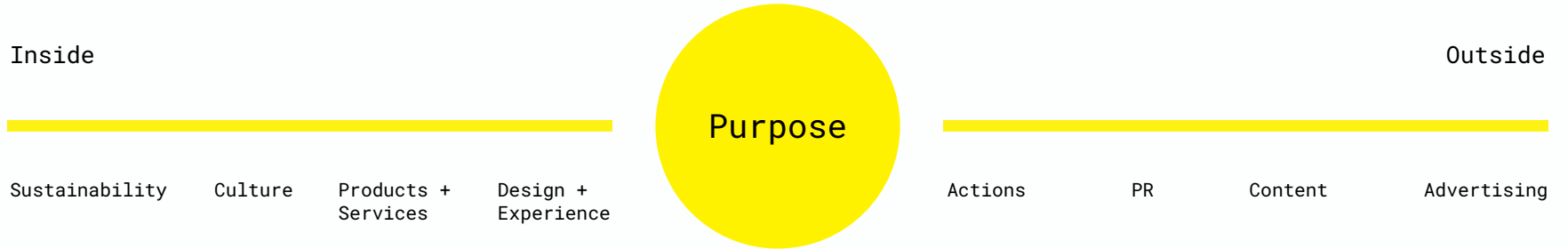
Whole Brand Spectrum

Business
Ideas

Marketing
Ideas

Inside

Outside



Purpose Authority

Partners

Moments of Proof

Zeitgeist

Proving Your Purpose:

Ideas *worth* marketing, sharing and talking about.

Purpose activation map



Proving your purpose

Sustain- ability

Activating your purpose through ideas for people, communities and the planet.



Questions + Prompts

How might Green Nellie add good to the people and communities around them? In the world at-large?

How might Green Nellie advance their sustainability or regenerative activities in the environment?

How might Green Nellie share with the world their current and future efforts?

How might Green Nellie tackle the United Nations Sustainable Development Goals? Which ones should they focus on?

Looking at Sustainability through the Whole Brand Spectrum, how might Green Nellie affect their products and services, design and experience and the other idea areas across the spectrum?

How might they commit to DEI+B?

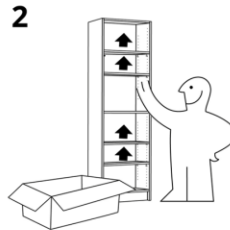
BILLY DISASSEMBLY INSTRUCTIONS



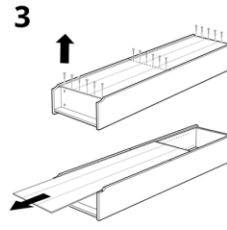
IKEA has created a number of Disassembly Instructions to help customers extend the lifecycle of their furniture. This easy-to-use guide will help customers take apart one of their favourite IKEA furniture items, BILLY, so it can be re-built in its new home.



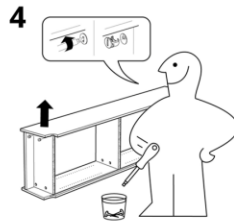
Remove books and other decorative items.



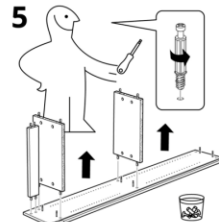
Remove shelves, shelf support pins and wall brackets.



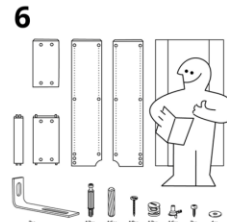
Place bookshelf on floor, remove pins on back board and slide backing off.



Place on side and remove screws.



Remove shelves and remove screws.



Here are all the parts you should have for your disassembled BILLY.

Note: If any screws or bolts are missing when you come to rebuild your bookshelf (or any other item), you can pick up free replacements from our Spare Parts Library. Simply visit Customer Returns once stores reopen.

Proving your purpose

Culture

Activating your purpose through ideas
for your internal culture.



Questions + Prompts

What internal rituals could Green Nellie add to bring their purpose to life?

What brand treasures could Green Nellie bring to life or create that would exemplify their purpose?

What internal initiatives could Green Nellie launch to rally, reward and inspire and create an internal cult?

What awards, celebrations, contests, etc. could Green Nellie create to live their purpose?

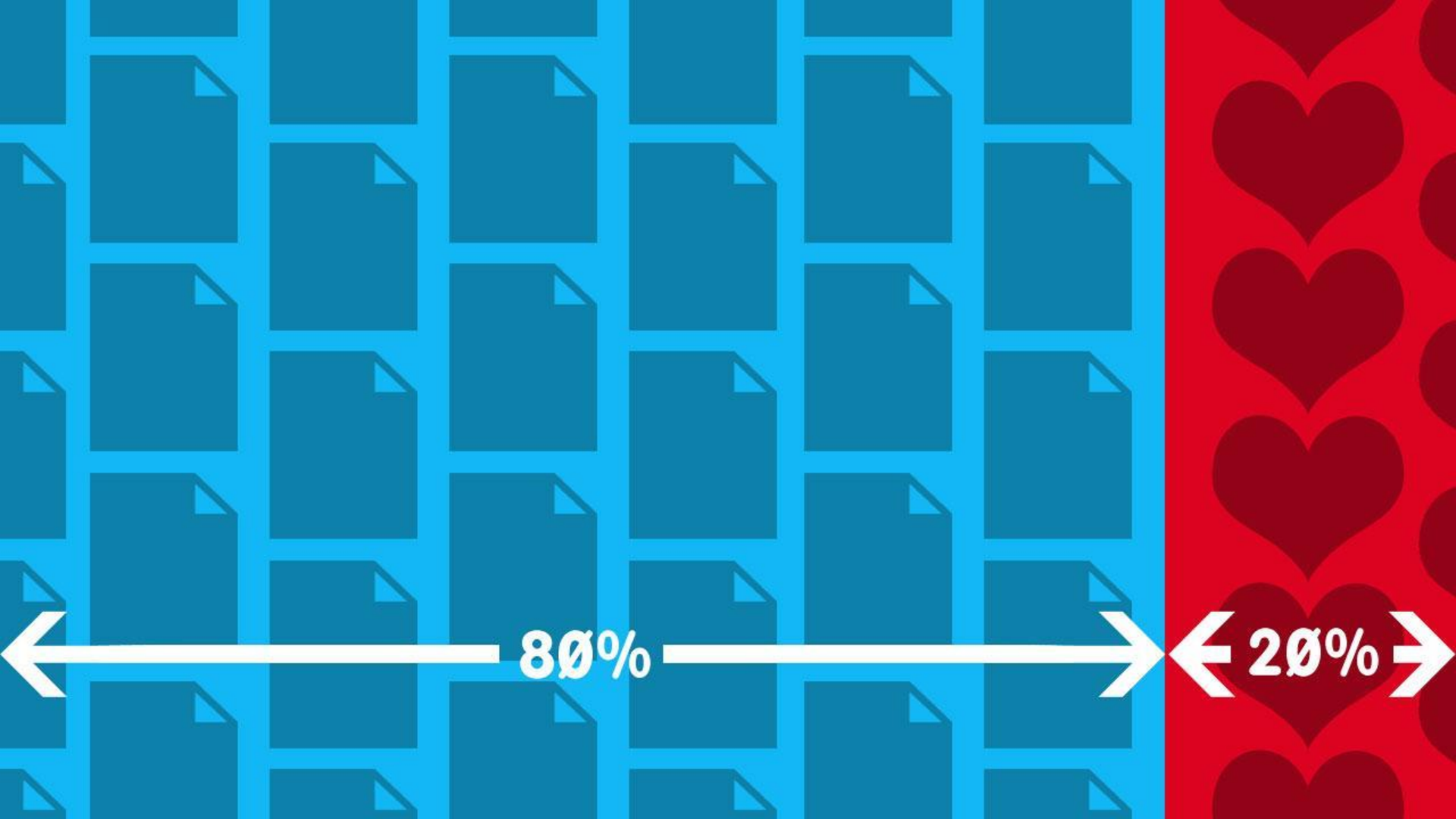
How might individuals be affected? How might the brand purpose inspire individual purpose? Team purpose?


What would an internal rally campaign look like?

What hiring or training practices could they create?

What job titles or new roles could they create?

How might their organizational design be affected?
Physical Design? Ways of Working?





Every great brand deserves
its own language.

Proving your purpose

Products + Services

Activating your purpose through innovations
and inventions in products + services.



Questions + Prompts

How might purpose inspire innovation in products or services? Think ingredients, packaging, labeling or distribution?

How might purpose inspire a new innovation process?

How might purpose inspire new markets and/or audiences?

How might purpose inspire new manufacturing, sourcing or other processes?

How might purpose lead to entirely new products, categories or services? How might purpose affect Green Nellie's business model or inspire a new or alternative one?

HOW DOES

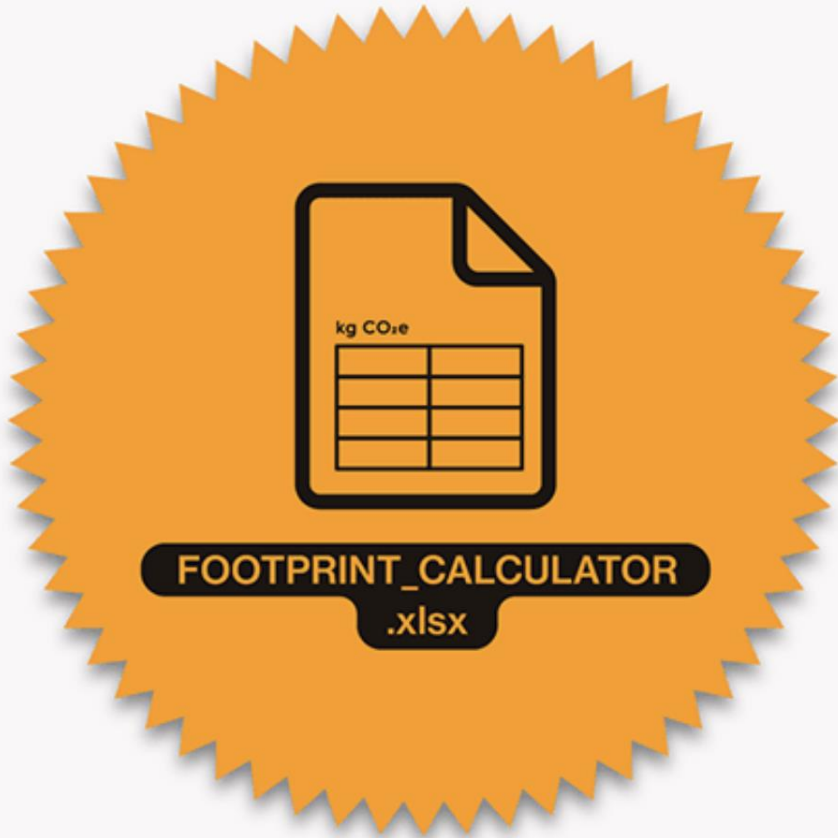
WORN WEAR



WORK?



Watch Video



allbirds

Proving your purpose

Design + Experience

Activating your purpose through your owned properties through design and experience.



Questions + Prompts

How might purpose affect Green Nellie's website?

How might purpose affect the customer journey for Green Nellie?

How might the experience in discovering, purchasing, enjoying and sharing be "branded" in a way that differentiates Green Nellie?

Look for unique behavior that can be amplified. Where can we add ritual to experiences to make them more memorable and special?

Create or identify a brand treasure – something that is beloved by brand enthusiasts – which can't be replicated by any other brand.

How might purpose inspire naming, graphic design or any other visual elements around the brand?

Where in the experience can purpose show up in the most impactful way? Retail, website, package, social channels, etc.?

—
This will do



What is MUJI? Exhibition 展示會

SORRY, NO CARNITAS.

Due to supply constraints, we are currently unable to serve our Responsibly Raised® pork. Trust us, we're just as disappointed as you, and as soon as we get it back we'll let the world know.



CARNITAS IS BACK (REJOICE)

We're happy to resume serving Carnitas at THIS LOCATION—it's not back everywhere yet, so it's ok for you to feel slightly superior. Offering you our Responsibly Raised® ingredients is top priority, and we wouldn't do it any other way.

To see where we're serving carnitas check out:
chipotle.com/carnitas

Proving your purpose

Actions

Activating and proving your purpose through the public actions or “stands” your brand takes that transcend traditional categories.



Questions + Prompts

What might Green Nellie sacrifice, get rid of or stop doing to live their purpose? Think CVS and tobacco or Chipotle and GMO free.

How might Green Nellie create an action that serves as a “catalyst” to inspire stakeholders.

How might Green Nellie publicly declare their future intentions, even if they are a long way from succeeding?

What might Green Nellie over-commit to in order to live their purpose? Think money, time, people or other resources. Think Amex and Small Business Saturday or REI and Black Friday.

Where, across the spectrum, could Green Nellie create an addition to anything they are doing? What could serve as “proof,” creating its own media (word of mouth, social sharing, etc.)

- What is the brand’s one-day holiday?
- What is the stand the brand wants to take against prevailing culture?
- What audience needs help right now?
- What is the first catalyst action to take?
- What taboo do you take on in a new way?



CVSquits**for**good

Connect people to what's important in their lives through friendly, reliable, and low-cost air travel.



Proving your purpose

PR

Activating your purpose by inspiring the press and endorsements.



Questions + Prompts

What data do you have or need to get to create headlines?

What issue would get you in front of Congress as an expert?

What's a beautiful stat that our true believers can use as ammo to help the cause?

Who's the anti-influencer?


Who's the subject matter expert, not celebrity, to partner with?

Who are influencers, big and small, Green Nellie can partner with?

What sort of events can we create, partner with or hijack?

How might PR amplify physical or smaller experiences?

Is the brand missing a big public relations opportunity? Look for things the brand is doing that are “worthy of note” and relevant for an outside audience to hear. Is it a human story? A product story? An innovation story? Something else?

A close-up photograph of a blue t-shirt. The shirt features a graphic print of a mountain range with a red horizontal stripe across the sky. A white rectangular label is pinned to the center of the chest, displaying the text "VOTE THE ASSHOLES OUT" in a bold, black, sans-serif font. The background is a textured blue fabric.

**VOTE THE
ASSHOLES
OUT**

Proving your purpose

Content

Activating your purpose through communications that people want to spend time with.



Questions + Prompts

What are cultural moments on the horizon that will intersect red thread?

Who are some mutually beneficial partners? (brands, people, media)

What niche or indirect audience do you study and create for?

How might you make something amazing out of the “about” section on the website?

What ideas might purpose authority inspire that people would want to spend time with?

What’s the most creative how-to or product demo your brand could do?

If you could send one email every consumer would read, what would it be?

What’s a good beginning, middle, end story to tell?

What sort of thought leadership or white papers could Green Nellie create?

What about Books, Podcasts, Shows, Magazines?

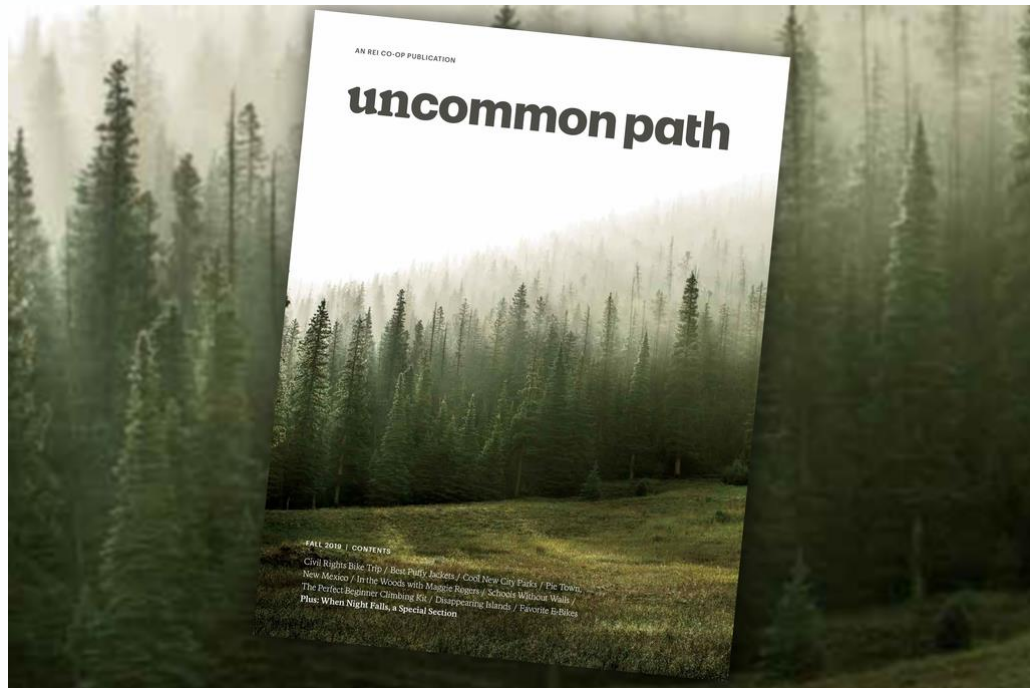
Videos, Films, Documentaries?

Editorial Partnerships? Research-as-an-idea?

PHOTO: JEFFREY M. HARRIS



PHOTO: JEFFREY M. HARRIS



We exist to help you
enjoy the ride

THE POTTY PROJECT

From  pull-Ups
TRAINING PANTS



Problem

Kick-start the potty training process. Help frantic parents feel less frantic. Prove there's no right or wrong way to potty train.

Solution

For 10 weeks we documented the potty training journeys of 6 families in all their dysfunctional glory. Those stories became centerpiece of PottyProject.com – the first unfiltered, unscripted online support system for potty training parents.

Results

In less than three months, Potty Project became a top online destination for potty-training parents, receiving 857,000 visits. During that time, approximately 900,000 new buyers came into the Pull-Ups business, 20.5% more than the same period in the prior year.



Proving your purpose

Advertising

Activating your purpose through smart use of paid channels.



Questions + Prompts

How might Green Nellie create “ideas worth advertising” vs. advertising ideas.

What sort of context-rich placement could Green Nellie create?

Could Green Nellie create public-facing recruitment advertising?

Is there anything about Green Nellie’s story, process or over-commitments that would make for great advertising?

Could Green Nellie utilize real people or communities?

Where is the ideal place and time for this brand to show up?

Who is a mutually beneficial partner to help create an event?

How do you create a container for events – what’s the tour?

What events are happening that this brand can hijack?

How timely, reactive or proactive could Green Nellie’s advertising be?

- What data do you have or need to get to create headlines?
- What issue would get you in front of Congress as an expert?
- What’s a beautiful stat that our true believers can use as ammo to help the cause?
- Who’s the anti-influencer?
- Who’s the subject matter expert, not celebrity, to partner with?

The truth is essential.



Proving your purpose

Purpose Authority

The topics your brand purpose gives you license and confidence to talk about including and beyond your product and service.



Questions + Prompts

Think of Green Nellie as a magazine. What would the contents of the magazine be?

Think of Green Nellie as a TV show or a documentary. What would it be about?

How might Green Nellie create kid-centric content?

What sort of research-as-content could Green Nellie create?

What sort of event or experiential event could Green Nellie create?

What would be the focus of Green Nellie's Instagram if they followed their purpose authority?

How might Green Nellie's brand authority inspire a new product or service?



Proving your purpose

Partnerships

Activating your purpose by creating powerful partnerships with likely and unlikely brands, people and communities.



Questions + Prompts

How might Green Nellie partner with their competition?

How might Green Nellie partner with complementary brands?

Editorial Partners?

Unorthodox Partners (cities, communities, institutions, states, NGOs, etc.)

Can Green Nellie create innovation in product based on partnerships?

Can Green Nellie create partnerships in the sustainability or regenerative efforts? Are there other players (brands, collaborators, cultural movements) this brand can partner with to make something exponentially better?

Any partnerships in content, advertising, experiential?

We're on a mission
to prove that
comfort, good design
and sustainability
don't have to be
mutually exclusive.



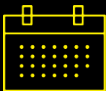
allbirds



Proving your purpose

Moments of Proof

Activating your purpose by using the calendar and the customer journey as a creative tool to overcommit to moments in time.



Questions + Prompts

Are there any existing events Green Nellie can take advantage of to bring their purpose to life?

Are there any moments on the calendar that Green Nellie can take advantage of to bring their purpose to life? Holidays? Seasons? Education? Days of the week? Time of day?

Are there any points along the customer journey that Green Nellie can over-commit to in order to prove their purpose in a big way. What would Chipotle do?

Are there any moments of friction across the journey that Green Nellie can over-commit to?

Are there other activities people enjoy that Green Nellie could use as a natural opportunity to bring their purpose to life?

Are there kid-specific moments during the year, month, season, day, morning, lunch, night, etc.

Think of before, during and after the Green Nellie experience. Also think of before/after. Is there a way for Green Nellie to find a moment worth spending more money, time or other resources?

Proving your purpose

Zeitgeist

Activating your purpose by capturing the defining spirit or mood of a particular period (not trends) of history as shown by the ideas and beliefs of the time.



Questions + Prompts

How might Green Nellie find opportunity in the current climate crisis environment?

Political environment?

Sustainability movement?

Regeneration movement?

Organic standards movement?

Transparency in manufacturing, ingredients, sourcing, etc.

Pros and cons of dairy?

Brand trust developments during COVID?

Social unrest and future of diversity, inclusion, equity and belonging?

Food manufacturing?

Nutrition and kid health in U.S. or globally and/or hyper local?



**#OPT
OUTSIDE**

The image features a scenic mountain landscape at dawn or dusk, with a large mountain peak in the center and a sea of clouds in the foreground. The REI Co-op logo is overlaid on the left side, and the text "#OPT OUTSIDE" is prominently displayed in the center.



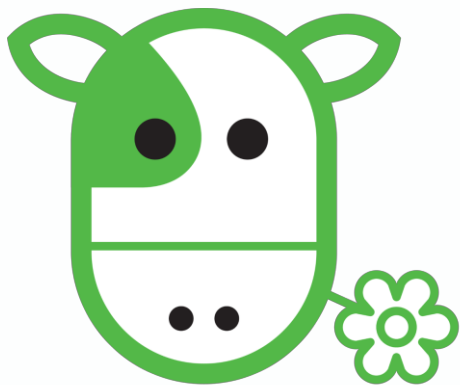
 dirt is good





Activity #2

Proving Your Purpose



**Green Nellie
& Friends**

Yogurts & Cheeses & Goodness

Purpose statement

Thoughtfully and
nutritiously feed the
future of the world



Final Assignment

Your Monday
Morning
Brief



One thing.

THE PURPOSE ADVANTAGE

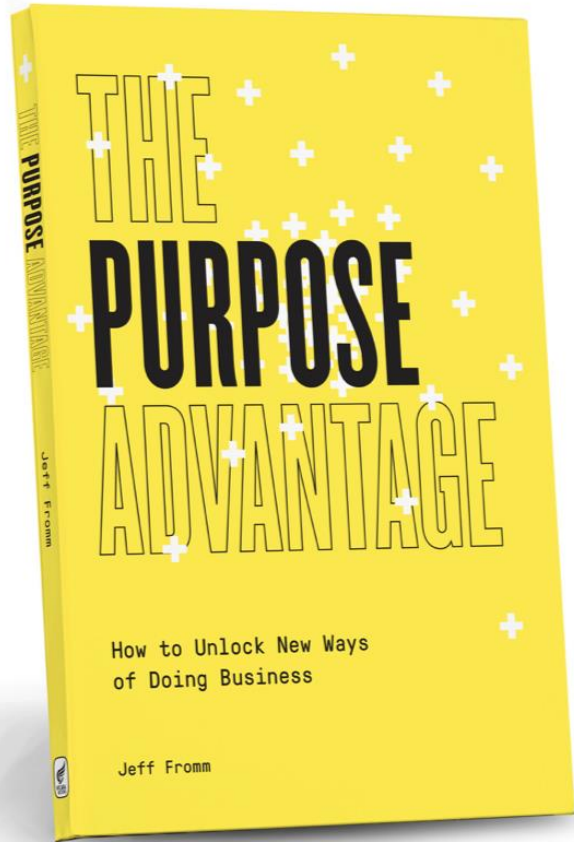
Using Brand Actions to Create
Emotional Connections with Consumers

CREATE an emotionally-charged and intentional purpose.

PROVE your purpose with relevant and connected actions across the whole brand.

COMMUNICATE with the urgency of a “movement not a mandate,” with clarity and frequency, inside and out.

MIND the gap by measuring and optimizing at all times, keeping your purpose as sharp, energizing and actionable as possible.



Get your free digital copy of
The Purpose Advantage at the link below:

PurposeBook.Barkleyus.com/



Or purchase a hard copy at Amazon.com.
All profits go to The Brand Lab.



Go forth.