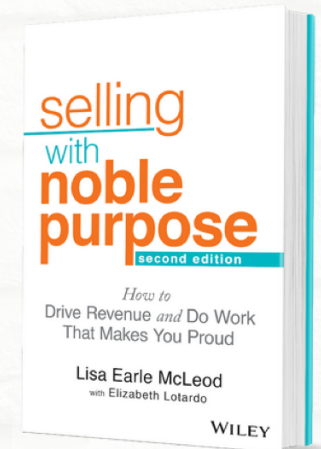
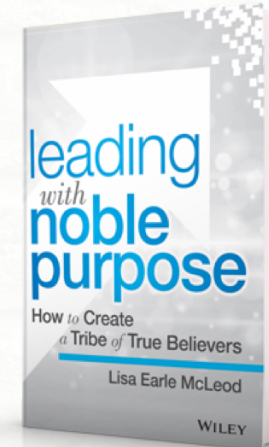


# The Purpose- Profit Connection

How to harness the power of noble purpose  
to drive breakthrough growth

Lisa Earle McLeod





# THE ECONOMICS OF NOBLE PURPOSE

## ORGANIZATIONAL GROWTH

A 10-year growth study of more than 50,000 brands around the world shows that companies who put improving people's lives at the center of all they do outperform the market by over 350%.

## CUSTOMER ENGAGEMENT

Companies guided by a higher purpose are believed to experience better customer advocacy and produce higher quality products and services.

## SALES PERFORMANCE

According to Michigan State University, a sense of purpose is more positively associated with salesperson effort and adaptability over time (compared to financial incentives).

Reports

Reports

Published: 22 September 2020

# Measuring Stakeholder Capitalism: Towards Common Metrics and Consistent Reporting of Sustainable Value Creation



STARTING A BUSINESS

## 3 Reasons Why a Strong Purpose Is a Good Business Idea

*What does the future of entrepreneurship look like? To build a future-proof business, the key lies in your business purpose.*



## The Marketing Message



## The Actual Customer Conversation



## **MARKETING LEADS ARE GETTING LOST**

**79% OF MARKETING LEADS NEVER CONVERT DUE TO A FAILURE TO NURTURE CONSUMER CONNECTIONS.**

## **ALIGNED TEAMS CLOSE MORE AND CHURN LESS**

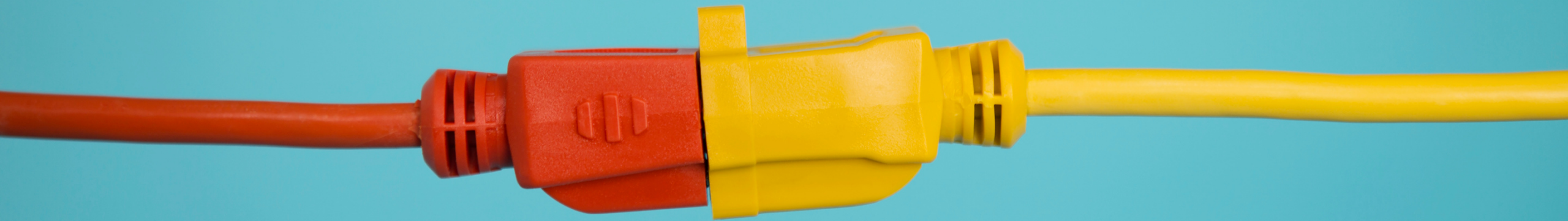
**BUSINESSES WITH STRONG SALES AND MARKETING ALIGNMENT ARE 67% MORE EFFECTIVE AT CLOSING DEALS AND 58% BETTER AT RETAINING CUSTOMERS.**

## **LACK OF ALIGNMENT = LOST REVENUE**

**AN ESTIMATED \$1 TRILLION DOLLARS A YEAR IS LOST DUE TO A LACK OF SALES AND MARKETING COORDINATION.**

Specificity is  
Sexy







A teal-colored brushstroke graphic with a rough, hand-painted edge, containing the text "Belief Builder" in white. The brushstroke is positioned horizontally across the center of the image.

**Belief Builder**



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*Leading Indicators*

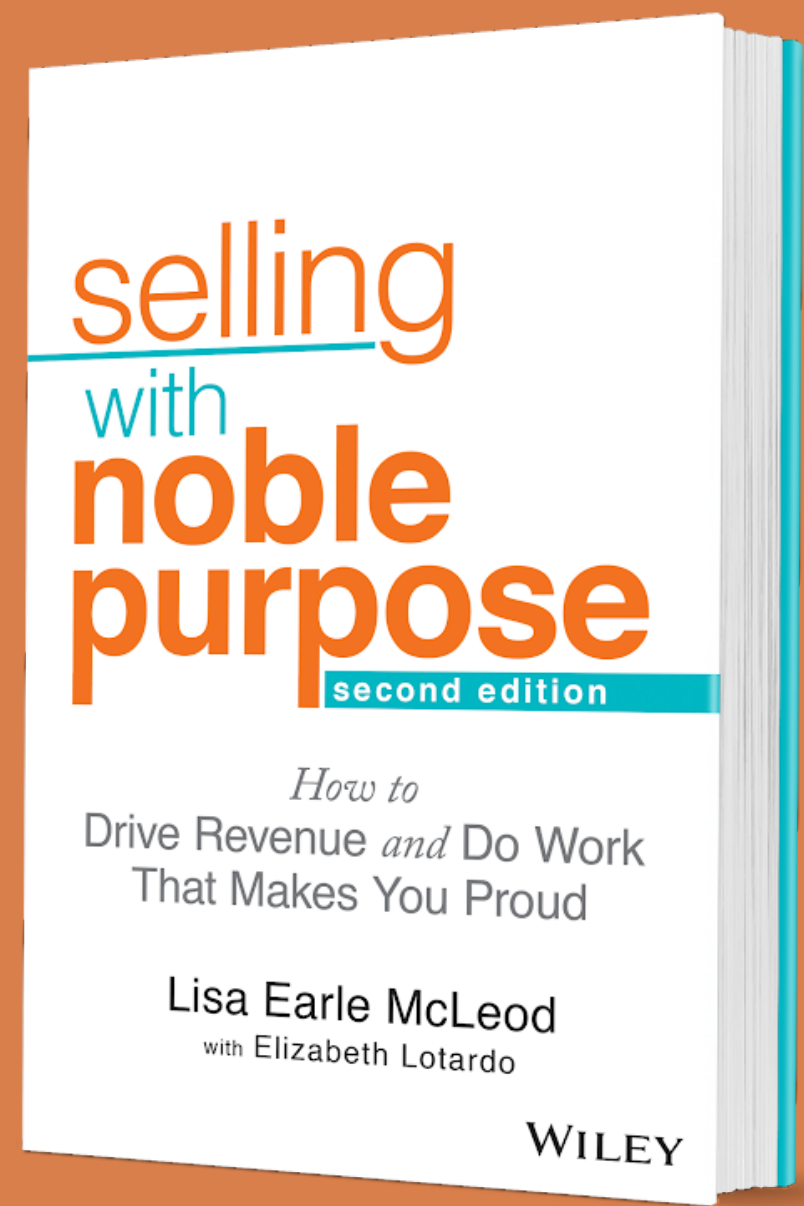
*Lagging Indicators*

*Nothing contributes so much to tranquilize the mind as a steady purpose - a point on which the soul may fix its intellectual eye.*

- Mary Shelley

You don't have to choose  
between making money and  
making a difference. Purpose  
and profit are connected.

-- Lisa Earle McLeod, author of *Selling with Noble Purpose*



**Harvard  
Business  
Review**



**McLeod & More, Inc.**  
A Sales Leadership Consultancy