



Embedding Purpose Into Org Culture



Susan Somersille Johnson, Former CMO
Truist Financial

- Previously CMO SunTrust Bank, which recently merged with BB&T to create Truist



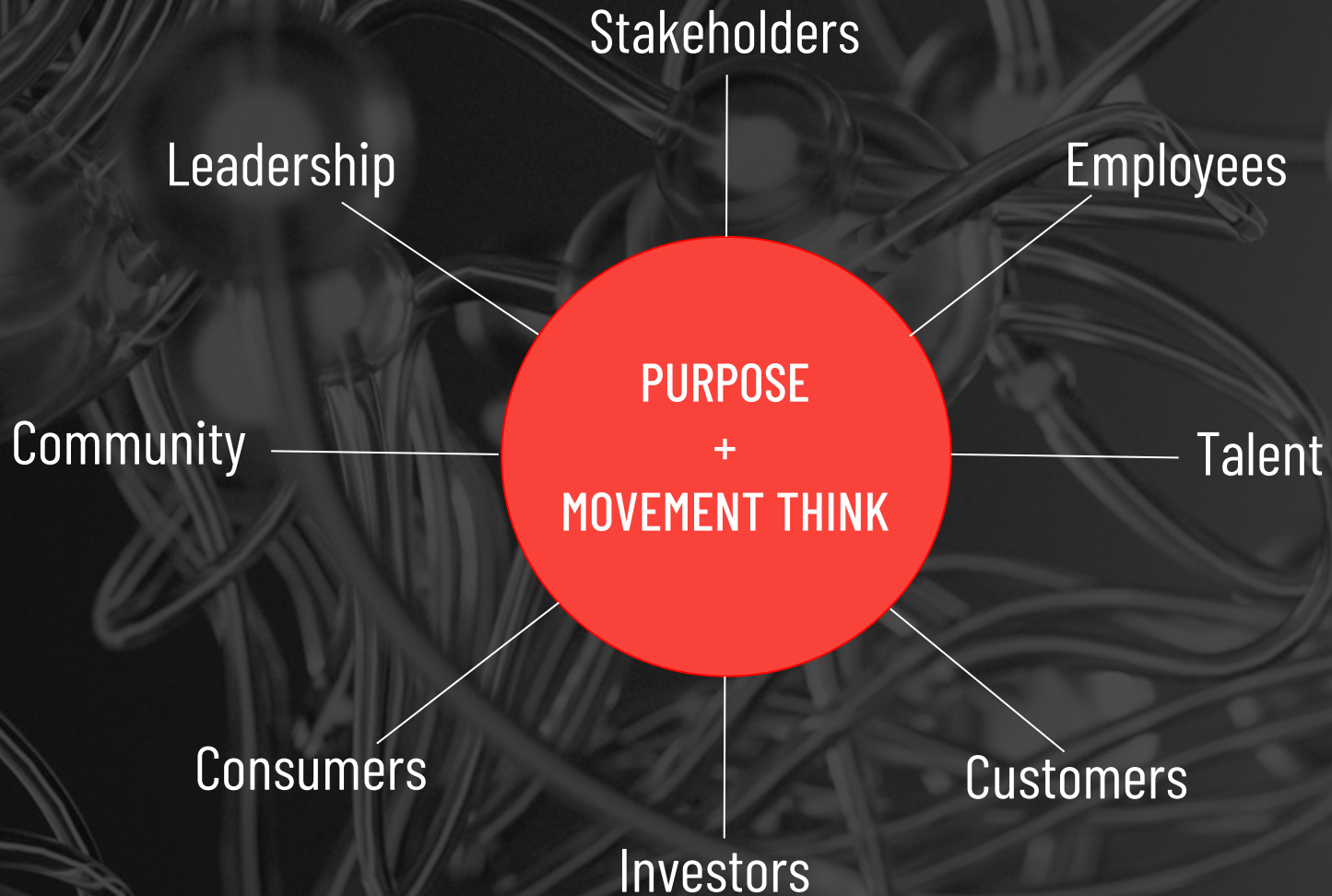


Scott Goodson, CEO

StrawberryFrog

- Helping leaders galvanize people and organizations around a shared purpose via Movement Thinking™





We specialize in defining and
activating purpose brands by
igniting a **Movement**





A movement galvanizes employees,
stakeholders, customers and generates
trust, motivation, creativity, passion,
sales and growth.



Activating Purpose with a Movement

Is it just a 'nice to do?'

Or can it actually have an impact on
employees and business results?



BUILDING RESILIENCE

RESILIENCE TOOLKIT

PLANNING FOR THE FUTURE

THE ONUP MOVEMENT

THE ONUP

6,093,463 Participants*

SIGN UP FOR ONUPDATES

Empower yourself to take control, take action and plan for the future. Check out all the latest tools and tips to build your financial and mental well-being.

LEARN MORE





<https://www.youtube.com/watch?v=1uwfpsPM0Ac>





StrawberryFrog created the first empirical measure of Purpose-based brands.

What works, what does not.

PURPOSE
POWER
INDEX

STRAWBERRYFROG &
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Learnings

Key problems to overcome:

- Ensuring Purpose ideas stick.
- Activating Purpose, not framing it on the wall.
- Overcoming Purpose Gap.



thank you

