



The Purpose Advantage

A Guide for Creating
a Purpose-Driven Brand




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01 Intro

We have written this book fuelled by our passion for life, progress, innovation, and marketing. In a complex society burdened with numerous daunting challenges, we feel an urgent need to work tirelessly to create a better world.

We firmly believe that purpose-driven businesses play a vital role in this mission, as they possess the power to heal the sickened state of capitalism.

The current economic landscape is dominated by short-term and narrow-minded objectives solely focused on financial gain. However, purpose-driven and conscious businesses have the potential to initiate the paradigm shift needed to steer us in the right direction.

Our Purpose: Enabling impactful companies to thrive, heal capitalism, and create a better future

So, Welcome to a journey of transformation - one that will not only revolutionize your brand but also establish it as a beacon in the modern market landscape. In this e-book we will explore the complex layers of brand development, all through the lens of purpose.

This e-book is about more than just branding, marketing, or business strategy. It's about tapping into the core of what drives your organization. Your brand is not just a logo or a tagline; it is the embodiment of your mission, your ethos, and your purpose. This book is your guide to uncovering that purpose and using it to create a brand that thrives and resonates deeply with your audience.



The difference between a Purpose, Vision, Mission, and Goals

The difference between a Purpose, Vision, Mission, and Goals

Understanding the differences between vision, mission, purpose, and goals is important as it provides clarity of direction, facilitates strategic planning, improves communication and decision-making, and enables effective evaluation of progress. This understanding ensures alignment, effective resource allocation, and the ability to measure success accurately.

Definitions:

Purpose

Your why! Why do you / your business exist?

Vision

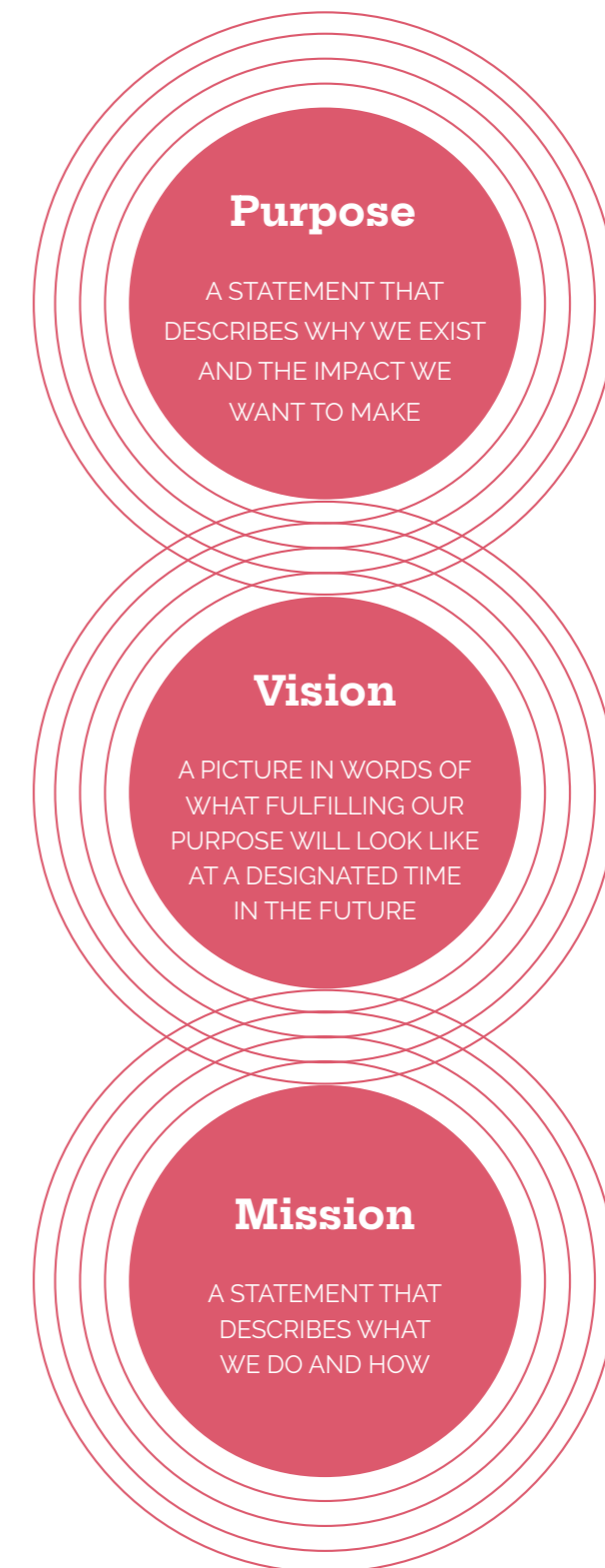
Your dream scenario for a better world.

Mission

Your contribution to achieving the vision

Goals or Objectives

Your achievements by a specific point in time.



Examples

A An NGO promoting equal education

Purpose

"To transform lives through education and create a future where every child can thrive and contribute to society."

Vision

"To create a world where every child has access to quality education and equal opportunities for success."

Mission

"Our mission is to establish and support educational programs that empower underprivileged children to reach their full potential and break the cycle of poverty."

Goal

"Increase enrollment in our education programs by 20% over the next three years."

In this example, the purpose statement emphasizes transforming lives through education and creating a better future.

The vision focuses on the desired outcome of providing quality education to all children. The mission statement outlines the purpose of establishing and supporting educational programs for underprivileged children. The goals are specific objectives related to increasing enrollment.

B Example of an ice cream parlor

Purpose

"To bring joy and happiness to our customers through the pleasure of handcrafted ice cream, fostering connections and creating moments of delight."

Vision

"To be the premier destination for indulgent and innovative ice cream creations, delighting customers of all ages."

Mission

"Our mission is to craft and serve the finest quality ice cream using premium ingredients, creative flavors, and exceptional customer service, creating memorable experiences for ice cream enthusiasts."

Goal

"Increase customer satisfaction scores by 10% within the next year."

In this example, the purpose statement highlights the aim of bringing joy and fostering connections through handcrafted ice cream. The vision statement emphasizes becoming the go-to destination for indulgent and innovative ice cream creations.

The mission statement outlines the commitment to using premium ingredients, creative flavors, and exceptional customer service. The goals include improving customer satisfaction, introducing new flavors regularly, and expanding the business by opening new locations.

C Example for a B2B fintech startup

Purpose

"To simplify and optimize financial operations for businesses of all sizes, enabling them to focus on their core competencies and achieve their financial goals with confidence."

Vision

"To revolutionize the way businesses manage their financial operations by providing innovative and user-friendly fintech solutions that drive efficiency and growth."

Mission

"Our mission is to empower businesses with cutting-edge fintech tools and technologies that streamline financial processes, enhance decision-making, and foster financial success."

Goal

Onboard 50 new corporate clients within the first year of operation.

In this example, the purpose statement highlights the aim of simplifying and optimizing financial operations for businesses. The vision statement emphasizes the goal of transforming financial operations for businesses through innovative fintech solutions.

The mission statement outlines the purpose of empowering businesses with cutting-edge tools and technologies. The goals include acquiring new clients.



03



Discovering Your Purpose

The science behind Purpose and its connection to Passion

The role of purpose in motivating individuals and organizations is more than intuitive; it's backed by science. Research shows that when people align their work with a purpose, they are more likely to be satisfied and productive. This is mainly due to a neurotransmitter called dopamine, released when working toward a goal that resonates with our intrinsic values and passions. This dopamine rush doesn't just make us happier - it makes us more energetic, focused, resilient, and passionate.

Passion is contagious because of a fascinating phenomenon called emotional contagion. This principle, well-documented in psychological research, explains how we unconsciously pick up on and mirror the emotions of those around us. When your brand resonates passion for its purpose, your team and customers can't help but catch the excitement. And this, in the end, causes [purpose-driven brands to grow 3x faster than similar brands*](#).

Identifying your purpose: ask the right questions!

Purpose isn't always obvious; it must be excavated most of the time. Here are some powerful questions to guide your search:

Why was your company created in the first place?

What are your company's 5 most important values?

What unique value do you provide? What pain do you alleviate?

What changes would you and your customers like to see in today's world or society?



What feelings are you looking to inspire in your customers?

How do you want your brand to impact people's everyday lives?



How is your company changing the game and making waves in your industry? ([Blog post on how to find your blue ocean](#)).

Make a list of all stakeholders

Looking at your business from a holistic stakeholder perspective can help you see where and how your business makes an impact.

-  Write down all the positive and negative impacts your brand has on each one of these stakeholders. (Clients, Employees, Suppliers, Environment, Society, Community)
-  How you can improve and innovate for each one of these stakeholders.

Write your brand's purpose statement

-  Write down everything your brand stands for and the impact you want it to have – whether charity, culture, or innovation – and write down everything that comes to mind.
-  Analyse the answers above and look for similar themes, word choices, and noticeable patterns. Extract the essence and write it down in 1 clear sentence. Discuss every word with your team until white smoke comes from the chimney.

This template might help you to put it all together:

The purpose of {Name} is to
 {verb: provide, enable, create etc} **for**
 {stakeholder} **so that** {benefit}.

Tools

Here are some more tools to assist in your journey of purpose discovery. For instance, the IKIGAI Brand Purpose Canvas will help you distill and articulate your purpose. The list of common values will help you find yours and the Purpose Alignment Matrix, mentioned later on in the book, will enable you to assess how well various aspects of your organization align with this purpose.

Examples

Southwest airlines

"To connect People to what's important in their lives through friendly, reliable, and low-cost air travel."

Nike

"To bring inspiration and innovation to every athlete* in the world.
 *If you have a body, you are an athlete."

Dove

"Increase the self-esteem of women and redefine the definition of beauty."

IKIGAI brand purpose canvas

Ikigai is a Japanese concept that represents the intersection of four fundamental elements:

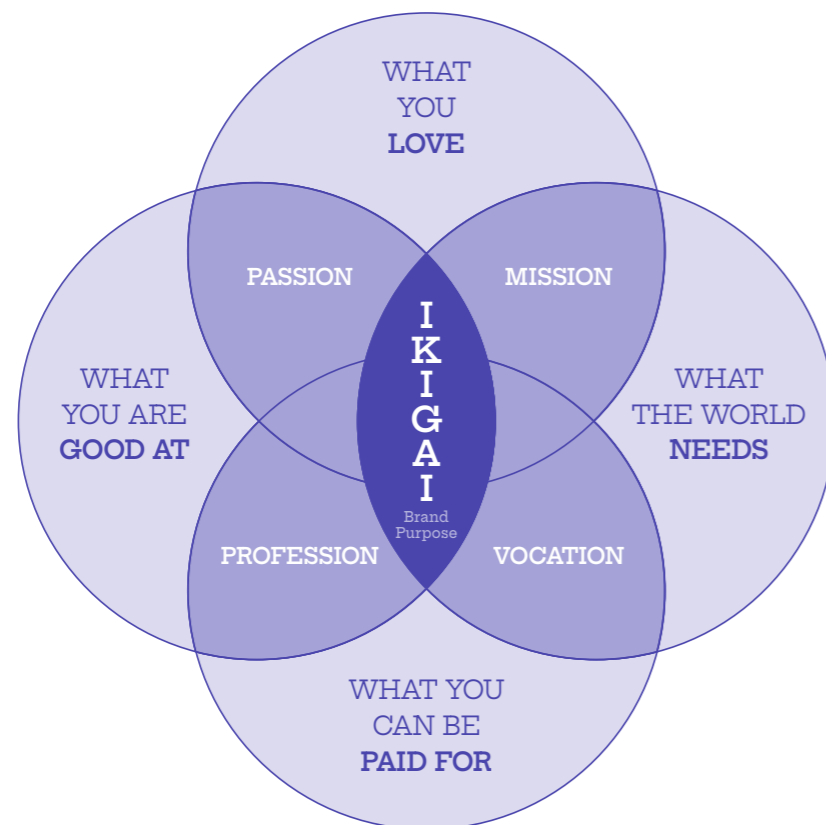
What you love

What you are good at

What the world needs

What you can be rewarded for

It embodies the idea of finding purpose and fulfillment by pursuing activities that align with these four aspects. This is true for individuals but also for groups, organizations, and companies.



What are your brand's 5 most important values?

- love
- clarity
- development
- persistence
- influence
- adventure
- optimism
- authenticity
- responsibility
- balance
- freedom
- innovation
- being personal
- tolerance
- family
- continuity
- harmony
- listening
- success
- trust
- growth
- modesty
- teamwork
- accuracy
- assertiveness
- friendship
- security
- health
- compassion
- nature
- knowledge
- self-expression
- initiative
- beauty
- honesty
- quality
- sensitivity
- loyalty
- order
- improvement
- excellence
- pleasure
- appreciation
- achievement
- change
- cooperation
- belonging
- justice
- humour
- practicableness
- religion
- focus
- lead
- fulfillment

- morals
- risk-taking
- seriousness
- fundamental
- acceptance
- lightness
- forgiveness
- romance
- making a difference
- discipline
- concern for the future
- meaning
- professionalism
- faith
- equality
- love of country
- humility
- diversity
- curiosity
- learning
- tradition
- money
- respect
- flexibility
- creativity
- pride
- stability
- spirituality
- integrity
- passion
- giving back
- communication
- spontaneity
- happiness
- reciprocity
- independence
- control
- peace
- competitiveness
- consistency
- action
- openness



Integrating Purpose into Your Brand

Purpose Driven Growth

As [Deloitte's research](#) highlights, purpose isn't just feel-good fluff - it's a potent business catalyst. According to their 2020 study, purpose-driven brands outpace the competition, growing three times faster on average. This underscores the immense value of purpose as a guiding light for your brand and a key driver of your bottom line.

Examples

Purpose Statement:

"To help those experiencing homelessness."

Bombas is a direct-to-consumer brand selling socks, but its purpose extends far beyond selling comfortable footwear. The company was established to address the fact that socks are among the most requested items in homeless shelters. Therefore, for every pair sold, Bombas donates a pair to a person in need.

Before aligning with this purpose, Bombas was just another entrant in a crowded marketplace. But once they embedded their mission into their business model, the company saw incredible growth. Not only did they sell and donate 100 million socks, but they also formed a deeply emotional connection with customers, which propelled their brand recognition and success.

Purpose Statement:

"Good for your bum, Great for the world."

Who Gives A Crap is a direct-to-consumer toilet paper company with a quirky name and a serious mission. Recognizing that 2.3 billion people worldwide don't have access to basic sanitation, they committed to using 50% of their profits to build toilets in underserved areas.

By adopting a purpose-driven approach, Who Gives A Crap wasn't seen as an expensive novelty product in a largely commoditized market. But by leveraging purpose to differentiate their brand, they saw rapid growth and global expansion. They started a conversation about a critical global issue, making them a standout brand in a typically unglamorous industry.

Purpose Statement:

"Achieve a world where people are conscious of the environment in which we actively reduce single-use plastic waste."

Dopper, a Dutch company selling reusable water bottles, was founded with the purpose of reducing plastic waste in our oceans. Every bottle sold contributes to water and sanitation projects in Nepal and global educational initiatives about plastic pollution.

The founder Merijn Everaarts launched a design competition to find the most sustainable alternative to single-use water bottles. By focusing on their mission to combat plastic pollution, Dopper carved out a unique niche for themselves. They are now a globally recognized brand, significantly impacting both environmental awareness and access to clean drinking water.

These examples illustrate the transformative power of purpose. By aligning their operations with a clear mission, these brands have boosted their bottom line and made a tangible difference in the world. In the following pages, you'll learn how to harness this power for your brand.

Telling a Story That Sticks

Storytelling, of course, is crucial in marketing and even more so in purpose-driven marketing.

[\(contact us for more info on purpose-driven marketing\)](#)

It's crucial in every aspect of our lives!

Startup pitch, A job interview, A first date, A courtroom trial, An evening with friends, A bedtime story for children, A political campaign rally, A wedding ceremony, A press conference, A brainstorming session, A therapy session, A public speaking event, A memorial service, A sales pitch, A product launch event...

Stories are our lives!

The science behind storytelling.

Research has consistently shown that our brains are hardwired to process and retain stories more effectively than isolated facts or data. This innate predisposition towards storytelling not only highlights its significance in human culture but also underscores its value in purpose-driven marketing.

When you look at TED Talks, you'll notice that the best ones are made up of 70% stories and 30% facts. Stories build trust, and trust is what you need for people to remember the facts.

Neuroscientist Uri Hasson conducted a study at Princeton University that demonstrated **how stories synchronize the brains of the storyteller and the listener**. This phenomenon, known as neural coupling, allows the listener to experience the story as if they were living it themselves. As a result, stories can create a powerful emotional connection that transcends mere information sharing.

Moreover, studies have revealed that stories engage multiple areas of the brain, including those responsible for processing emotions, sensory experiences, and social cognition. This engagement facilitates better memory retention and a deeper understanding of the presented content.

For example, research conducted by cognitive psychologist Jerome Bruner suggests that people are 22 times more likely to remember information conveyed through a story than through facts alone.

Seven steps to developing a great brand story:

To effectively integrate purpose into your brand, you must weave it into your brand's narrative. This is where the elements of powerful storytelling come into play*.

1 Hero

Identify your target customer as the Hero of your brand story. Understand their desires and challenges and how your brand can help them overcome those challenges.

2 Problem

Every Hero has a villain. Clearly define the problem or challenge that your Hero is facing. This problem should be relatable and significant enough to capture their attention and make them want a solution. How does it make them feel, and why it's just plain wrong they have this challenge.

3 Guide

Use empathy to position your brand as the guide or mentor who can help the Hero overcome the problem. Communicate how your brand has the expertise, resources, or solutions to lead them toward success.

*This part summarizes The StoryBrand BrandScript [book](#), which I highly recommend.

4 Plan

Present a clear plan or roadmap that outlines the steps your customer needs to take to solve their problem. Break it down into simple, actionable steps, emphasizing how your brand can assist them at each stage.

5 Call to Action

Provide a specific and compelling CTA that motivates your customer to engage with your brand. It could be a direct CTA like contact us now or make a purchase, or it could be a transitional CTA like signing up for a newsletter or scheduling a free consultation. Make it easy for them to take the next step.

6 Success

Paint a vivid picture of what success looks like for your customer when they engage with your brand. Show the positive outcomes, benefits, or transformations they can expect by choosing your brand as their guide.

7 Failure

Highlight the potential negative consequences or missed opportunities if your customer doesn't take action. Create a sense of urgency and emphasize the importance of acting now.

Example

Let's take a fictional B2B company as an example. This company provides software solutions to streamline supply chain management. The company's purpose could be "Empowering businesses to achieve sustainability in their operations."

Their story begins with the problem-inefficient and environmentally harmful supply chains. The company, with its software, serves as the guide. The call to action could be to adopt their software, followed by success-efficient, sustainable supply chains-Avoid failure- Avoid wasted resources and environmental harm.

This storytelling approach is powerful because it positions your brand not as a faceless entity but as a reliable guide motivated by a strong purpose, working alongside your customers in their journey.

05



Building a Purpose- Driven Team

The quest for a purpose-driven brand can only be accomplished with high-level strategic planning, brand positioning, and a great story. It necessitates the commitment of your most valuable resource - your people.

Having a team that resonates with your purpose and carries it forward passionately is paramount to building an authentic purpose-driven brand.

Inspired by the [conscious capitalism](#) methodology, we'll delve into how to instill your purpose within your team.

The idea of this higher purpose should permeate your organization's culture. The hiring process should vet potential employees on their alignment with your purpose. An employee who genuinely believes in your purpose will be more engaged and productive and serve as a better brand ambassador.

Moreover, conscious capitalism espouses the principle of 'Stakeholder Orientation.' Every decision should consider the impact on all stakeholders, including employees. By considering employees as vital stakeholders, businesses can create an environment where employees feel valued and heard. This will engender a sense of ownership among employees for the brand's purpose and create a motivated, engaged workforce.

This requires "Conscious Leadership". Leaders should not only personify the purpose of the brand but should also inspire and encourage their teams to do the same.

As a conscious leader, being transparent about your purpose, leading by example, and fostering an environment of collaboration and empowerment can go a long way in building a purpose-driven team.

Finally, fostering a 'Conscious Culture,' an environment that promotes trust, accountability, transparency, and a shared purpose, is critical. Regular workshops, team activities, and open discussions around the brand's purpose can nurture this culture.

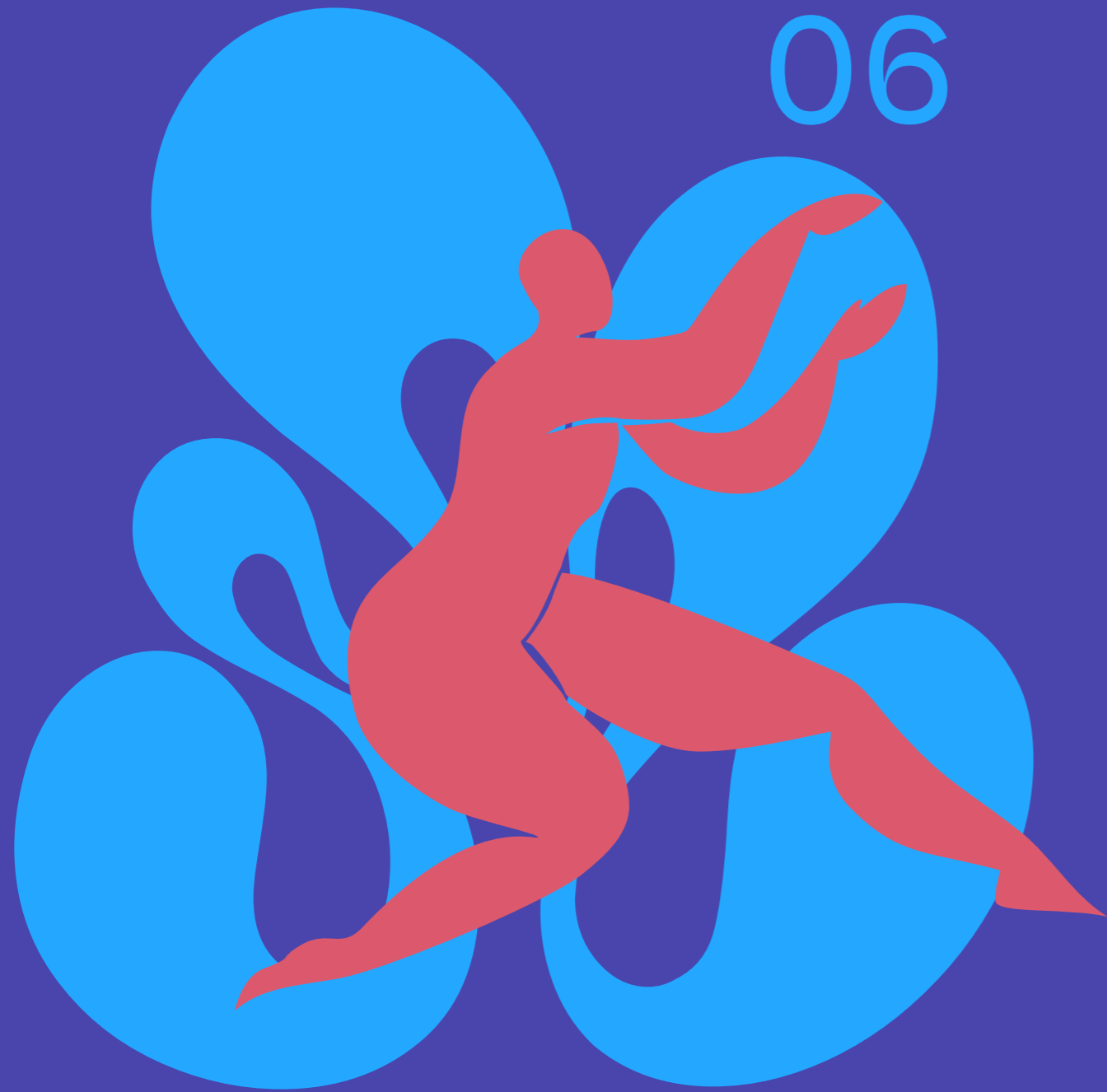
Consider a B2B cybersecurity firm with the purpose of "Safeguarding the digital world for businesses." They could host regular 'Security Think Tanks,' where team members brainstorm innovative ways to realize this purpose. Leaders at the firm could conduct 'Transparency Talks,' where they discuss the company's goals, challenges, and each team member's role in fulfilling their purpose.

Take, for example, Patagonia, the outdoor clothing company. Their purpose is "We're in business to save our home planet." They ensure all employees align with their environmental ethics to build a purpose-driven team. They foster a conscious culture through initiatives like 'Tools for Grassroots Activists' where they encourage their employees and customers to participate in environmental activism. Patagonia's leadership exemplifies conscious leadership by making bold decisions aligned with their purpose, such as donating their entire Black Friday sales to environmental causes.

In essence, building a purpose-driven team involves creating a culture that lives and breathes your purpose, a leadership that champions it, and a commitment to considering the impact of your purpose on all stakeholders.



06



Communi-
-cating Your
Purpose
Effectively

In the end, communicating purpose is the same as communicating any marketing message but with a key differentiator, purpose fuels passion, and passion is contagious.

When people resonate with your purpose-driven messaging, they will want to participate.

It will be a lighthouse and inspire action instead of promoting, or worse, pushing towards, action. It is hope-driven and not fear driven. It is based on connecting and not on setting apart. It builds trust.

The media and channels you use for purpose-driven campaigns will be the same as you would use for any other campaign. TV, Media, Facebook, LinkedIn, Google, Instagram, YouTube, Twitter... whatever is necessary to tell your story to the right audience.

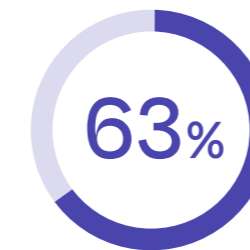
The difference is the message.

Building Trust

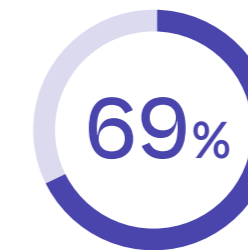
A significant part of a strong brand Identity is based on trust, and the good thing is that Purpose-driven brands are very good at creating trust. In the 2023 Edelman Trust barometer, Businesses emerged as the most trusted institution, with 61% of global respondents expressing confidence in them.

This is in stark contrast to the government (52%), NGOs (57%), and media (45%), which have all struggled to gain trust in the midst of polarization and the erosion of public faith.

The report also highlights that 74% of respondents believe CEOs should lead in creating change rather than waiting for the government to impose it. This indicates a shift in public perception where businesses are seen as economic drivers and as agents of societal change.



I buy or advocate for brands based on my Beliefs and Values



Having a societal impact is a strong expectation or dealbreaker when considering a job

The survey also emphasizes the importance of businesses having a clear purpose and strong values, with **72% of respondents stating that a company's purpose and values are crucial factors in determining trust and buying behaviour.** This underlines the need for businesses to be transparent and authentic in their communications and campaigns.

What to watch out for

Be a-political

One of the things to watch out for is to avoid becoming political.

Don't align with one political party

Base actions on science

Be consistent in your values

Transparency

Ensure your marketing campaigns provide clear, honest information about your products or services.

Respect for Privacy

Respect consumer privacy by obtaining appropriate consent and using personal data responsibly in your marketing campaigns.

Diversity and Inclusivity

Promote diversity and inclusivity in your marketing campaigns by representing a wide range of perspectives and avoiding stereotypes.

Social Responsibility

Consider the impact of your marketing campaigns on society and strive to contribute positively to social and environmental issues.

Authenticity

Create authentic marketing campaigns that genuinely reflect your brand values, avoiding misleading or deceptive tactics.

In communicating your purpose, it's critical to avoid 'greenwashing' or making deceptive claims about being more environmentally friendly or socially responsible than you actually are.

Consumers today are savvy and can spot inauthenticity from a mile away. Adhering to the truth with full transparency is not just ethically right; it's also good business.

Admitting your mistakes and recognizing areas where you can still make progress is a potent way to show authenticity.

By being open about your challenges, you convey that your purpose isn't a marketing gimmick but a genuine commitment that you're striving to live up to.

Backing up your statements with facts and scientific data can add credibility to your purpose. For example, if your brand is committed to reducing waste, sharing specific data about the amount of waste you've reduced can validate your commitment and show your progress.

[The 2020 Zeno Strength of Purpose Study](#) unveiled that when consumers think a brand has a strong Purpose, they are:





Evaluating & Evolving Your Purpose- Driven Brand

Navigating the terrain of purpose-driven branding is an ongoing expedition, not a single destination. As with any expedition, regular evaluations and adjustments are paramount to staying on course. This chapter equips you with tools and strategies to continuously evaluate your brand's alignment with its purpose and adjust as needed, ensuring it stays impactful, relevant, and true to its purpose.

Define KPIs

The first step is to establish key performance indicators (KPIs). To measure the impact of your brand's initiatives, it is essential to establish clear and measurable metrics aligned with your brand's purpose. Write down the key objectives and outcomes you aim to achieve through purpose-driven activities. These metrics can include social, environmental, and economic indicators. For instance, if your purpose revolves around reducing carbon emissions, you can measure the amount of CO₂ emissions reduced within a specific period.

Quantitative Data Analysis

Where possible, collect relevant data and apply analytical tools to derive insights. For example, you can track the number of customers engaged in your purpose-driven campaigns, the increase in customer loyalty, or the growth in sales of sustainable products. Data can be obtained from surveys, customer feedback, social media analytics, and sales reports.

Qualitative Assessment

While quantitative data provides valuable insights, qualitative assessment offers a deeper understanding of the impact made by purpose-driven brands. Qualitative methods involve gathering personal information through interviews, focus groups, and case studies. This helps capture personal stories, experiences, and perceptions of your brand's purpose. Qualitative data can shed light on customers' emotional connection with your brand, their awareness of your purpose, and the overall influence your brand has on their lives.

Social & Environmental Impact Measurement

Purpose-driven brands often aim to address social and environmental challenges. You can adopt frameworks designed specifically for this purpose to measure their impact.

[The B Impact Assessment](#) and [Global Reporting Initiative \(GRI\)](#) are examples of widely recognized frameworks that help assess and report social and environmental performance. These frameworks provide guidelines to evaluate your brand's impact across various dimensions, such as governance, labor practices, community involvement, and environmental sustainability.

Collaborations and Partnerships

Measuring impact becomes more effective when purpose-driven brands collaborate with external organizations and stakeholders. Engaging in partnerships with nonprofits, research institutions, and industry associations can provide valuable expertise, resources, and access to data. Collaborative efforts enable the collection of comprehensive data, cross-validation of findings, and the ability to track impact at a larger scale.

Long-Term Evaluation

Measuring the impact of purpose-driven initiatives requires a long-term perspective. Impact assessment should not be limited to short-term achievements but also consider the sustained effects of purpose-driven activities. Establish a system to monitor and evaluate impact continuously. Regularly review and update your metrics to ensure they remain relevant and aligned with your evolving purpose and goals.

Remember, impact measurement is an ongoing endeavor that requires dedication and adaptability to create a meaningful difference and drive positive change in the world.

Brand audits

Assess your brand's actions, communications, and public perception. Does everything align with your purpose? Be prepared to confront the uncomfortable truths if something doesn't match up. Honesty in these assessments can lead to powerful realignments and improved authenticity.

Remember to consider the external landscape.

Keep a close eye on societal, environmental, and market changes that may affect your purpose or how it's perceived. Your purpose may need to evolve to stay relevant, meaningful, and feasible. For instance, an increased societal focus on climate change might lead a brand to deepen its commitment to sustainability.

Employee feedback

Another crucial aspect of this evaluation is employee feedback. Employees are not only your brand's ambassadors; they are also its conscience. Regularly request feedback on how well they think the company is living up to its purpose and what improvements they suggest.

The Purpose-Capabilities Alignment Matrix

Aligning purpose with strategy and organizational abilities ensures that the goals are realistic, achievable, and based on the organization's resources and competencies.

The purpose-capability matrix will help you recognize your strengths and elements where you still need to improve.



Some Final Thoughts

As a final thought, remember that purpose-driven marketing isn't about perfection but direction. Be prepared for detours and bumps in the road. Stay committed to your purpose, keep assessing, and keep evolving, and you'll maintain a brand that not only stands out in the market but also makes a real impact.

This concludes our journey into creating a purpose-driven brand. Use the lessons and tools within these pages to build a brand that genuinely makes a difference, and you'll create not just a successful business, but a legacy!



Human Brands & Marketing helps companies that struggle to differentiate themselves or achieve sustainable growth by providing purpose-driven marketing solutions so that they re-discover their passion and become the brand their customers love.