

PURPOSE 2020

INSPIRING PURPOSE LED GROWTH

THE JOURNEY TOWARDS PURPOSE-LED GROWTH

KANTAR CONSULTING

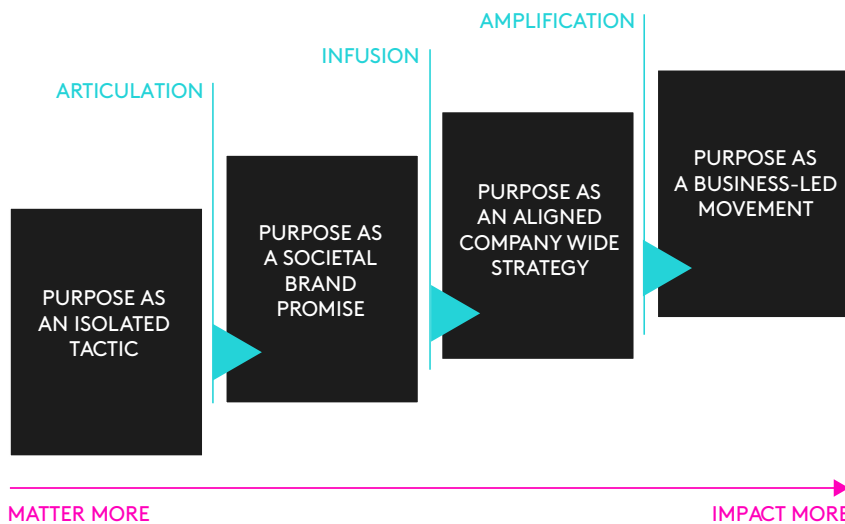
PURPOSE IS ONE OF THE MOST MISUNDERSTOOD AND MISUSED BUSINESS BUZZWORDS TODAY.

Purpose-led companies can make a tremendous difference in the world. Businesses have the size, reach and trust it takes, and people expect companies to use this power for a good purpose. Purpose can drive growth, yet all too often this doesn't happen.

Purpose 2020 outlines the multi-step journey it takes for a company to become truly purpose-led—a proven framework to unlock the potential of purpose to generate growth and improve society.

THE THREE STEPS ON THE JOURNEY TO BECOMING PURPOSE-LED

Purpose moves from a starting point to “matter more” to an end-point to “impact more.” That is to say that purpose begins as an isolated tactic that, properly shepherded, grows into a promise, then a strategy, and only then becomes a business-led movement.



ARTICULATION carries a brand from tactics to promise.

FIVE CRITERIA

- Meaningful
- True
- Unique
- Coherent
- Business-proof

INFUSION then moves a brand from promise to strategy.

FOUR CHARACTERISTICS

- Leadership-driven
- Culture- & Strategy-led
- 360-executed
- Impact-measured

AMPLIFICATION gets a brand from strategy to movement.

THREE DRIVERS

- Role-modelling
- Collaboration
- Cultural Conversation