

Module Seven: Unlocking an Organization's Purpose for Increased Brand Value

Objective

The objective of this module is to dive deeper into the first of four Storyscaping pillars - Purpose. Here we encourage deeper understanding into why brands exist and explore this place where brands are encouraged to think, act and share.

After studying this module, students will be able to:

1. Understand the importance of Brand Purpose.
2. Engage the Golden Circles as an approach for crafting Purpose.
3. Utilize the immerse-assess-originate-articulate four step process to further develop the why/how/what behind their Purpose.

Outline

[Slide 1] MODULE INTRODUCTION

Beyond making money, why do brands exist? Companies that believe in something greater than the bottom line offer something meaningful for consumers to connect with. Brand Purpose is a key pillar to successful Storyscaping, so together we will craft a Purpose that sets up a strong foundation for our Storyscape.

[Slide 2] MODULE AGENDA

Pillar One = Brand Purpose - WHY your organization exists.

- Review Chapter Five – *Power of Why*
 - **Activity** – Apple's 1984 'Think Different' Super Bowl ad
 - Define and discuss Brand Purpose - what it is, what it is not
 - **Activity** – Starbucks: solving a spiritual crisis
 - Explore the Golden Circles model
 - Discuss the four step process of establishing consumer connections (immerse, assess, originate and articulate)
- Project Team Exercise – Explore the 'why, how and what' for your project brand

[Slide 3] BRAND PURPOSE

Purpose-driven organizations and brands are more inspiring for employees, stakeholders, and customers. True Purpose comes from within. That's why Storyscaping is more about discovery than invention.

The most successful and endearing companies convey one clear and simple story through every action they take (not just through marketing) and it is all based on Purpose.

Being right with yourself and your organization is first - everything ripples out from there. The ability of your Purpose to be universal and shared among the organization is critical.

[Slide 4] ACTIVITY - Apple

View Apple's 1984 spot. Discuss what you think Apple's purpose is. The tagline is 'Think Different', the brand purpose is something like, 'Challenge the status quo'. How did the 1984 spot deliver to this purpose? *Note, the ad is 30 years old and was only really played in a Super Bowl spot.*

View Apple's "Here's to the Crazy Ones" spot. Does it deliver on the same Purpose? *Look deeper than just what the ads are saying; delve into what they want us to believe in.*

[Slide 5] WHAT PURPOSE IS NOT

Purpose is not the company's vision. A vision is about defining where a business wants to be.

Purpose is not a goal. Goals are what you want to achieve.

Purpose is not a strategy. Strategy is flexible and dynamic and employs tactics.

Purpose is not about differentiation. **How** you do things differentiates; why you do them does not.

Purpose is not a marketing tagline or slogan.

[Slide 6] WHAT PURPOSE IS

Purpose is an ideal, a cause or belief that an organization subscribes to, believes in and exemplifies. It points to the reason why an organization exists.

Purpose is the foundation, the primary underpinning belief.

Purpose is emotive - like 'improving lives' is emotive.

Purpose is simple - like Disney's 'to make people happy.'

Having a clear Purpose enables everyone to think differently about the brand. It creates an emotional connection to the brand's existence beyond the rational reasons.

Having a real and relevant Purpose as the foundation for your brand allows you to create shared values with consumers. This becomes the connection that motivates action. It creates relevance and meaning for employees and consumers because of the way it guides our actions, not because of its mere existence. It is the difference between inspiration (desire and loyalty) and manipulation (rational and functional satisfaction).

[Slide 7] ACTIVITY - Starbucks

Watch Oprah interview Howard Shultz of Starbucks about the company's spiritual crisis.

<http://www.oprah.com/own-super-soul-sunday/Howard-Schultz-on-Starbucks-Spiritual-Crisis-Video>

Discuss what you learn about his view on the Starbucks spirit.

[Slide 8] WAYS TO GET STARTED

Storyscaping® - Instructor's Guide

Unlocking, discovering and defining the right Purpose gives brands power and the ability to connect many stories and many experiences to an emotional platform.

So, how do we go about determining the right Purpose?

- Examine the foundation and history of the organization
- Interview people within the organization
- Uncover the ways in which the brand improves lives
- Make sure it's real, it's inspiring and it's relevant

[Slide 9] THINK, ACT, SHARE

Based on Simon Sinek's "Golden Circles" model.

Think = approaching everything from a perspective of Purpose.

Act = how you deliver - what you do, how you do it, etc. - building great experiences.

Share = part communication (saying), part interaction (enabling), part listening (dialogue) - involve people in your Purpose.

You have to be willing to lean into criticism and listen attentively. This creates participation with your brand instead of just sending people messages.

Always work from the middle out - solve for the why, then the how, then the what.

[Slide 10] CLASS ACTIVITY

Watch the TED video "How Great Leaders Inspire Action" by Simon Sinek.

http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action

[Slide 11] PROCESS FOR ESTABLISHING CONSUMER CONNECTION

While establishing and defining the why, how and what, there is also an approach for establishing consumer connection and relevance through insight. It has four steps:

Step One - IMMERSE - dig into the organization's history and spirit - understand the foundation and how it has manifested over time.

Step Two - ASSESS - connect with and explore how organizational leadership sees the brand, the culture and the future of the brand and business.

[Slide 12] THREE LENSES

Cultural influence - consumer trends that influence how we see things, how we behave relative to others and how we want to be seen.

Category Interaction - how we engage with the category/products now, what we know, think and how we behave.

Consumer Insight - a revelation about human behavior or an emotion that can be leveraged.

Storyscaping® - Instructor's Guide

We use these insights to ensure that the brand purpose is grounded in consumer relevance. With context of our desired consumers, we can ensure that the Purpose remains relevant to our goal of improving people's lives.

[Slide 13] PROCESS FOR ESTABLISHING CONSUMER CONNECTION (continued)

Step 3 - ORIGINATE - apply the content gathered with interactive sessions with a team of mixed organizational representatives.

Step 4 - ARTICULATE - tighten and test the outcomes against the insights for relevance - expressed in the most inspiring way.

[Slide 14] ALWAYS KEEP DISCOVERING

Continue working to create opportunities to build powerful emotional connections with people through shared values.

Creating shared values happens when a consumer believes in the same values that a brand portrays. How does a brand portray these values? By thinking, acting, and sharing based on their Purpose—a Purpose that is relevant to the consumer's emotional desires.

[Slide 15] PROJECT TEAM EXERCISE

Establish insights for cultural influence, category interaction and consumer insight.

Explore what you believe the 'why, how, what' are for your project brand.

ADDITIONAL EXAMPLES

Always - *Like a Girl*

- What do you believe the Brand Purpose is here?
- How does this campaign bring to life the Brand Purpose for Always?

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

Cadbury - gorilla ad

- How does this deliver Cadbury's Brand Purpose of 'creating joy in people's lives?'

<https://www.youtube.com/watch?v=TnzFRV1Lwlo>

Johnnie Walker - *The Man Who Walked Around the World*

- How does this ad bring life to Johnnie Walker's Purpose of 'inspiring personal progress'?

<https://www.youtube.com/watch?v=MnSlp76CvUI>