

# 7 Things the Best Purpose Driven Brands Get Right

Based on the research from our book “Activate Brand Purpose: Harnessing the Power Movements to Transform Your Company,” below are the top 7 lessons we gleaned from top performing purpose driven companies. Along with some questions to ask yourself about your own company’s purpose. To dig deeper into any of these, visit our book’s website, [www.activatebrandpurpose.com](http://www.activatebrandpurpose.com).

## 1. CLARITY

People are familiar with the company purpose and understand it clearly

- Is your company purpose simple and easy to understand?
- Can people easily play back your company’s higher purpose when asked?

## 2. MOTIVATION

People are inspired to engage your purpose and act on it

- Does your purpose inspire employees to come to work every day?
- Are people more likely to want to work for your company based on your higher purpose? To buy your products or invest in your company?

## 3. COURAGE

Company leadership isn’t afraid to buck the status quo when it comes to acting on its higher purpose challenge status quo

- Is leadership willing to be bold when activating company purpose?
- Is leadership willing to take potentially controversial actions to live the company purpose?

## 4. COMMUNICATION

The company actively and authentically communicates its higher purpose

- How if at all does the company’s external communication (e.g., advertising, PR, social media, etc.) reflect and reinforce the company’s purpose?
- Does the company’s purpose-oriented communication match the company’s actions?

## 5. ACTION INSIDE

Your company actively lives its purpose by actions it takes with internal stakeholders

- Is the company purpose reflected in the kinds of products and services your company creates and sell? In its everyday operations?
- How does your purpose impact the way you engage with and advocate for your employees?

## 6. ACTION OUTSIDE

Your company actively lives its purpose by actions it takes with external stakeholders

- Does your company live its purpose through community building efforts?
- How do your company’s charitable efforts support and reinforce company purpose?
- What social issues or social activism has your company advocated for in line with your purpose?

## 7. MEASUREMENT

Company leadership knows which KPIs matter and regularly measures them.

- Does your leadership understand the degree to which key audiences are engaging with your company’s purpose?
- Do you understand whether there’s a gap between your purpose goals and intentions, and the realities of your stakeholder base?