The Bright Side of the Brand

Going beyond “purpose” to build brighter brands and better businesses
What the heck does “purpose” even mean?
Purpose

- as an anchor
- as a north-star
- as a differentiator
- as a business model
- as a responsibility
- as a calling
- as a cause
- as a campaign
- as a credo/tagline
- as marketing fluff
- as a cure-all
- as nonsense

- Keeps you grounded
- Identify your “true-north”
- The unique value you bring to the world
- One-for-One models, B-Corps, 1% for the planet
- Corporate Responsibility / Sustainability
- Purpose-oriented workforce (“whole self”)
- Mission-driven organizations (NGO’s / CBO’s)
- Cause marketing
- “Accelerate the world’s transition to sustainable energy”
- Cocktails with purpose
- Toxic culture? Uninspiring stories? Inept leadership?
#purposewashing

**COCKTAILS WITH PURPOSE**

*Well-being and Sustainability* are key ingredients of food and beverage experiences. Mixologists are finding creative ways to meet your need for healthier cocktails, while still stirring the desire for a tasty experience.

**Green Mountain Dynamite**
Absolut Citron, fresh squeezed lemon, maple syrup, cayenne powder, Urban Moonshine organic maple bitters

**Tranquility Fix**
Knob Creek rye whiskey, chamomile honey syrup, fresh squeezed lemon, Scrappy’s celery bitters

**Spice Market Old Fashioned**
Knob Creek Kentucky bourbon, Garam Masala spiced maple syrup, Bitter End Moroccan bitters
If you make everything bold, nothing is bold.

- Art Webb
Going beyond “purpose”

If we want to harness purpose to foster greater differentiation, greater engagement, and more authentic connections, we have to work a bit harder to stay ahead of the curve.

We have to push beyond a simple purpose statement and show *not just tell* - our stakeholders that our commitment to purpose is genuine.

We have to be specific about how and where purpose can make a difference.

Purpose as a lever - a means to a variety of desirable ends.
A special place reserved for brands that aren’t afraid to do the hard work to ensure their “purpose” is more than just words on a page, or a campaign tagline.

*Brighter Brands* know who they are, and what they stand for; they understand that they’re a part of a larger community; and their actions demonstrate an interest in the well-being of society at-large.

They have vibrant **cultures**, tell inspiring **stories**, and take bold **action**. As a result they shine more **brightly**.
We can build Brighter Brands by leveraging our power* to influence three key aspects of brand:

- **Culture**
- **Storytelling**
- **Leadership**

*Anyone who has influence on brand building, brand strategy, and branded communications; E.g. CEOs and executive leaders, brand, marketing, communications and HR leaders*
Some working definitions

STANDPOINT: Bright Culture
Knowing who you are, what you stand for, and creating space for people who share your values to join you in pursuit of a common vision.

WORLDVIEW: Bright Storytelling
Painting a clear picture of the world - and your role in it - in a way that inspires and empowers others to take part.

ACTIONS: Bright Leadership
Leading by example and inspiring others to follow.
Bright Culture
What exactly are we talking about?

Brands with **bright cultures** have a clear “**Brand Standpoint.**”

**Standpoint:** a position from which objects or principles are viewed and according to which they are compared and judged.

- Clear mission, vision, and values (and yes, purpose)
- “We are ____. We believe ____. We value ____.”
- Clear plan for pursuing your vision that allows everyone to see how their work connects to the bigger picture
- No gap between stated values and actual values
What does Bright Culture look like?
Bright Cultures are

- **Fulfilling**
  - Foster Relationships, Impact, Growth
- **Nourishing**
  - Support wellness and concept of “whole self”
- **Inclusive**
  - Collaborative, learning-oriented, 360° communication
Our Values

Integrity Without Compromise
We speak the truth and assume best intent. We value trust above all else. We hold ourselves and others accountable to the highest standards in all we say and do.

We Care and Give Back
We are stewards of the future and will do our part to make the world a better place. It is our privilege to help others and we do it wholeheartedly.

Be Bold
- Solve BIG customer problems
- Create a vision that inspires
- Think beyond what is accepted as possible

We can see the future in what we do because we're creating it together. We constantly seek inspiration and connect dots that no one else does. We don't shy away from the world's biggest problems. It takes courage.

Be Passionate
- Personally embrace and role model change
- Inspire with your insights and initiative
- Strive to perfect your craft every day

You're here because of your unique talents and the fire in your belly to do something meaningful. It shines through in ways that raise the bar for all of us. Never stop growing.

Be Decisive
- Choose what we will and will not do
- Be transparent with your logic and judgment
- Be direct and respectful

Have a point of view based on data, experience, and instincts. Make the call and own the outcome. Speed matters, because the greatest risk is standing still.

Learn Fast
- Lead with a hypothesis
- Measure and act on what matters most
- Savor the surprises

We're in love with customer problems more than our solutions. We walk in our customers' shoes and experiment our way to success. The only failure is the failure to learn fast.

Win Together
- Deliver exceptional results so others can count on you
- Develop yourself and others to do the best work of our lives
- Be boundary-less in our thinking and actions

Small diverse teams drive our work and 90% of the decisions are made here. We accelerate each other in pursuit of our mission. We break down barriers. Together, we are one intuit.

Deliver Awesome
- Delight our customers and partners with experiences they love
- Nail the fundamentals and sweat the details
- Never stop short of awesome

We are proud of the products we deliver because they inspire the imagination and exceed expectations. We create and build our brand in all the work that carries our name: intuit.
Creating Bright Culture

Put people first
Live your values
Sharpen your vision
Frame it in the appropriate (broad) context
Bright Storytelling
What exactly are we talking about?

Painting a clear picture of the world – and your role in it – in a way that inspires and empowers others to take part

- Informed by your brand standpoint (“We are ___. We believe ___. We value ___.”)
- Rooted in your brand worldview (“The world is ___.”)
- Catering to your audiences’ evolving needs
- Brand concept that is multifaceted and multidimensional; beyond advertising and explicit product marketing
Most of us experience brands from a singular, narrow, subjective POV...
...but in reality, brands are more dynamic than that.
What does Bright Storytelling look like?
Bright “storytellers” are:

- Compelling
  - Focus on others, not just self; inspire conviction

- Human
  - Imperfect, conscientious, committed to self-improvement

- Confident
  - Comfortable in your own skin, unapologetic about who you are and what you stand for
The world needs your creative energy
This is DAIRY DONE RIGHT
WHO ARE WE?

"We’re the ones who can’t sleep at night. Because we’re so excited for the world to see our ideas. We’re not afraid to fail; because diamonds need pressure. Because we’re ready, because we’re prepared. We’re the kids whose dreams and passions will one day change the world."

— Live Más Scholarship Recipients

ENGINEERING
MAURICIO B.
$10,000 Live Más Scholarship recipient & Restaurant Employee

CLOTHING DESIGN
TATIANNA M.
$5,000 Live Más Scholarship recipient

FILMMAKING
MITCH H.
$10,000 Live Más Scholarship recipient
Creating Brighter Storytelling

- Sharpen your origin story (or turning point)
- Balance substance and storytelling
- Stop treating purpose as penance
- Embrace your role as a storyteller
- Speak in one voice
Bright Leadership
What exactly are we talking about?

Leadership = A process of social influence to maximize the efforts of others towards a common goal

Source: Bradberry and Kruse; Emotional Intelligence 2.0
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A strategy to build a competitive advantage

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Charisma/charm; ability to lead people

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Leadership = A process of social influence to maximize the efforts of others towards a common goal

Means the work of leadership is never done
Charisma/charm; ability to lead people
Leaders don’t have to do it all themselves
A strategy to build a competitive advantage

Source: Bradberry and Kruse; Emotional Intelligence 2.0
What does Bright Leadership look like?
“Bright Leaders” are:

- Optimistic
  - Inspire others with an unwavering belief that the future is bright
- Courageous
  - Tackle tough issues because you choose to, not because you must
- Visionary
  - They know where they’re heading and they bring others along
THE CLIMATE TAKE BACK

LIVE ZERO
Aim for zero negative impact on the environment

LOVE CARBON
Stop seeing carbon as the enemy, and start using it as a resource

LEAD THE INDUSTRIAL RE-REVOLUTION
Transform industry into a force for the future we want

LET NATURE COOL
Support our biosphere’s ability to regulate the climate
The Never List: Ingredients to Avoid

Resorcinol
Benzalkonium Chloride
Mineral Oil
Animal Fats
Methylisothiazolinone
Toluene
Oils & Musks
Ethylene Diaminetetraacetic Acid (EDTA)
BHA
Butoxyethanol
Parabens
Triclosan
BHT
Benzo phenone
Bisphenol A (BPA)
Sodium Lauryl Sulfate (SLS)
Ethanolamines (MEA/DEA/TEA)
Polyethylene
Sodium Laureth Sulfate
Retinyl Palmitate
Methyl Cellosolve
Synthetic Flavor
Mercury & Mercury Compounds
Retinol (Vitamin A)
Hydroquinone
Formaldehyde
Phthalates
Oxybenzone
Coal Tar
Creating Brighter Leadership

Leaders are everywhere
Support divergent thinking
Get off the gravy train (before it’s too late)
Take a stand
Building Brighter Brands

Bright Culture → Bright Storytelling → Bright Leadership

Standpoint → Worldview → Actions

No clear mission, vision, values (and purpose) = No clear standpoint = No clear worldview = No clear action required
The Bright Side of the Brand

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THANK YOU!

A tool that helps us:

> Decipher how and why some brands shine brighter than others

> Identify patterns and techniques that we can apply on our own

> Transform the role that brands play in our lives, and the world

> Accelerate a shift to a world where brands are catalysts for meaningful change

Join us Oct. 9-11 in Zion National Park for “InsightOutside: a retreat on purpose” ioretreat.com