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BECKY WILLAN - CEO, GIVEN

Brand purpose:  
stories from the  
engine room

Given was set up to  
change the way  
that successful  
brands are built.

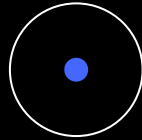
We help our clients make purpose powerful in 4 ways

# PURPOSE AS...



North Star

Purpose-driven strategies that create competitive advantage



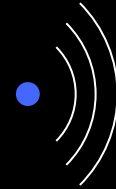
Culture

Engagement & change programmes to ensure purpose is lived top-down, bottom up



Substance

Sustainable transformation strategies to build substance and credibility



Voice

Issue-led campaigning platforms, programmes & partnerships

GIVEN



L'ORÉAL

CALVIN KLEIN

DIAGEO

Why are you here?  
Personal passion?  
Fame and fortune?  
Both?

Purpose  
creates  
*competitive  
advantage*

TALENT

INNOVATION

DIFFERENTIATION

LOYALTY

PERFORMANCE

GIVEN

But only if it's  
done right



We define purpose as a *comprehensive approach* for building a successful brand, by making your whole business a force for good

(i.e. not just your *why*, but also your *how* and *what*)

A roadmap for change,  
*not simply a good story*

Actions that deliver impact,  
*not words on a page*

Embedded in day to day operations,  
*not simply “business as usual”*

Creating meaningful social change,  
*not CSR or philanthropy*



5 things you need to  
know - *if you want to  
do purpose properly*

1 Your brief is probably the  
*most important document*  
in the whole process

# 1

What makes a powerful purpose statement?

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## INSPIRING

*It is a simple idea that's bigger than your brand, or even your category*

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## CREDIBLE

*It is believable because it connects your unique capabilities with real world issues*

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## ACTIVE

*It drives measurable change and impact that goes beyond "business as usual" actions*

# 1

3 questions to ask  
before you start

Why are we doing this?

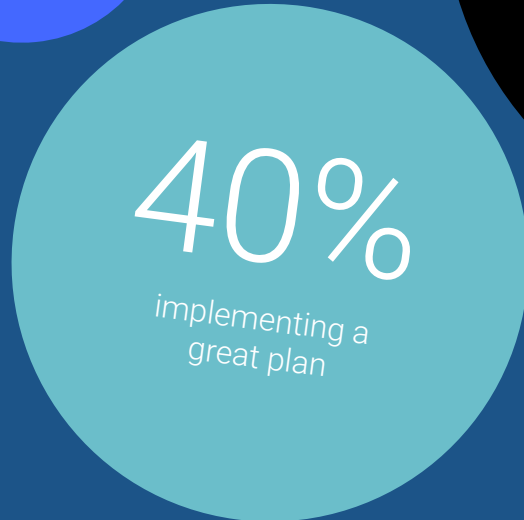
What role do we want our purpose  
to play for our business?

How will we talk about this work?

**2** Co-creation enables you  
to *deliver on your purpose*  
more quickly and  
comprehensively

## 2

Successful implementation for any impactful new idea is roughly



3 An ambitious  
sustainability  
strategy is  
*non-negotiable*

# 3

Why is sustainability so important to purpose?

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THE FOUNDATION

*for being a good business*

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A GUARANTEE TO OTHERS

*that you're serious about purpose*

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PROTECTS YOU

FROM BULLSH\*T

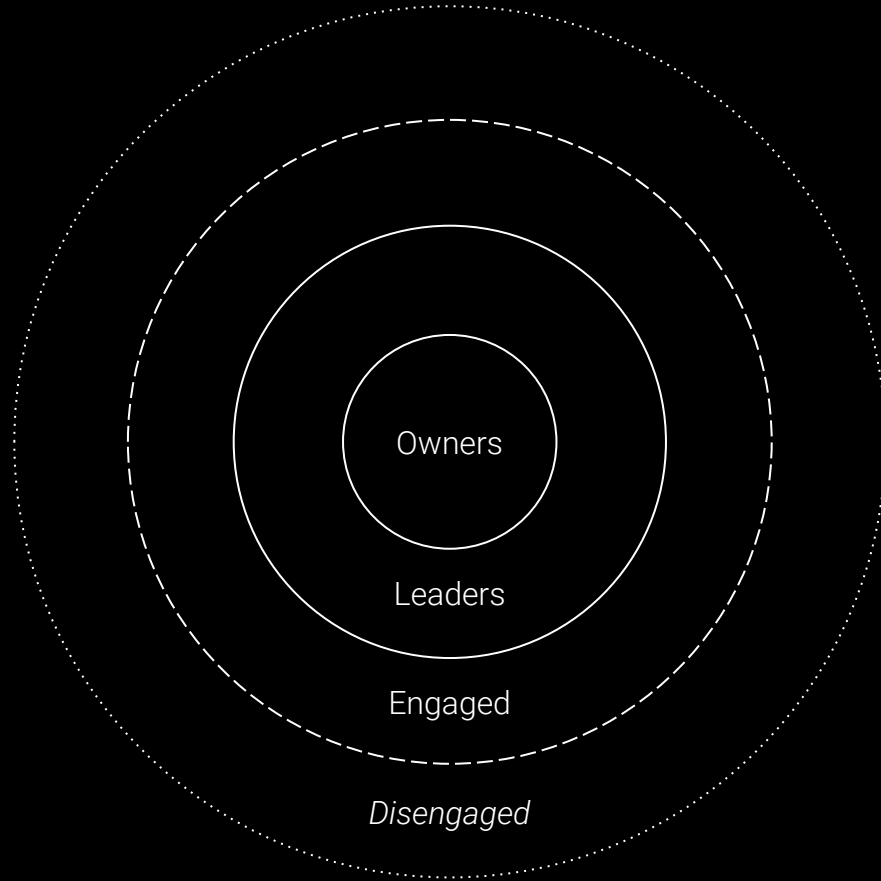
*with a healthy dose of realism*



**4** You only need to mobilise 15% of the workforce to create a *purpose tipping point*

# 4

Getting practical:  
The purpose  
tipping point



# 15%

# 4

Focus on finding your 15%ers -

Identify and build a network of purpose leaders

Qualities to look out for:

Extroverts

People who have credibility and respect within the team

People who care about the role of business in society

People on fast track programmes or who are ambitious to progress

5

Avoid the perils of  
“purpose wash” with  
*clear red lines*

5

When is it not good enough to say “we’ll get there in 5 years”?

What compromises won’t you make in pursuit of profit?

What promises won’t you break to employees or customers?

Who won’t you work with?

What principles won’t you undermine?

## GIVEN

In summary -  
the 5 things you  
need to know  
about brand  
purpose

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**1** Your brief is probably the most important document in the whole process

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**2** Co-creation enables you to deliver on your purpose more quickly and comprehensively

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**3** An ambitious sustainability strategy is non-negotiable

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**4** You only need to mobilise 15% of the workforce to create a purpose tipping point

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**5** Avoid the perils of “purpose wash” with clear red lines

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# Thank you!

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**GIVEN** THE BRAND  
PURPOSE AGENCY

