

BRAND PURPOSE CHECKLIST



Purpose-driven companies have found the balance between purpose and profit.

- Does your business have a purpose?
- If yes, does your brand genuinely align with any environmental, sustainable, community or social causes?
- If yes, what are these?
- Does your purpose create a point of difference in your industry category?
- Do you have a purpose-driven message?
- Do you think corporate social responsibility (CSR) is purpose?
- If yes, think of purpose as something deeper.
- If you find purpose overwhelming, list some steps you could take towards purpose-driven initiatives.
- Do you have an intention to do good? List some steps you could take to improve people's lives.
- What is your brand's mission statement? If you have one, how does this align with your purpose?
- What is your brand's vision statement? If you have one, how does this align with your purpose?
- Could you and your team articulate the most important thing you do (other than making money) in a sentence?
- Does your brand's story and brand language seem authentic?

If you would like examples of how other companies answer some of these questions, we would be happy to provide more information.

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