

# POWER OF PURPOSE WORKSHOP

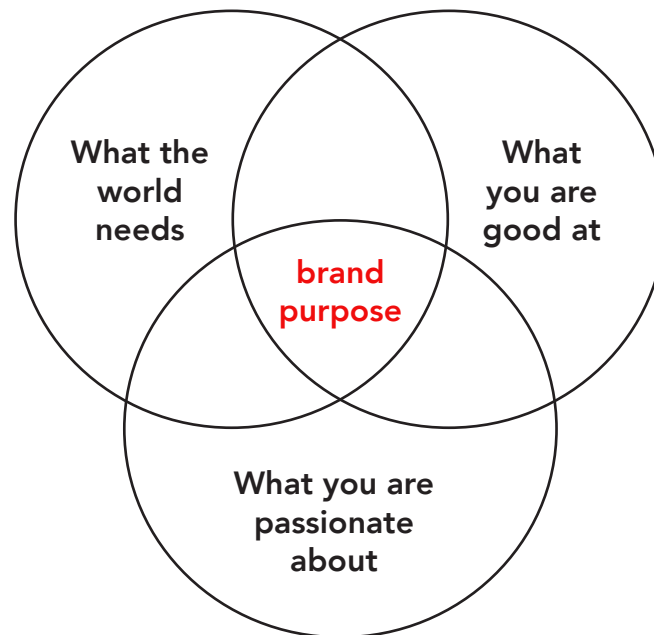
Your brand purpose is your “why” or the reason you do what you do. Purpose-driven brands create emotional value for their customers by consistently meeting their needs. They experience higher profits, improved recruiting, higher staff retention, productivity, morale, and loyalty.

Brand purpose is not just for startups! Any business can benefit from taking the time to properly establish a reason for being. Even if you already think you know your purpose, you must make sure it matches the wants and needs of all stakeholders, especially your customers.

## In this workshop, you will...

- connect the heart, head and hands of your brand
- update your old “vision” or “mission” statement into a much more compelling narrative
- be able to speak to different stakeholder, in their language

Learn to use the current moment as a frame for articulating, pursuing and achieving business goals by using your brand purpose as a key way to differentiate your business from your competition.



**\$999.00**

Live or virtual

