

TRANSFORMING PURPOSE INTO PROFIT



Introducing The BPP:

The BPP is a framework designed to help companies, brands, nonprofits and social enterprises articulate their brand purpose. It connects the 'why' of purpose to the 'way' of profit (or revenue). Think of it as a business canvas on a page for purpose - that provides a succinct elevator pitch for WHY 'WHAT' & the 'HOW' (viz. the product, the engagement platform and the transformative impact you'd like to have in the world).

The BPP can be an invaluable tool to help articulate purpose - at a company, brand and even campaign level - ensuring that purpose drives your business plan and go to market strategy - as well as galvanizing your company culture around it and creating inspiring communications. It also provides founders and executive leadership with a great elevator pitch at cocktail parties!

The BPP stands for: **BELIEF, PURPOSE & PURSUITS**

Belief: This is what we believe about the world

It is the single-minded, profoundly human belief that anchors your ambition and ideology, providing the inspiration for your purpose.

✔ It should be human

✔ It should be truthful

✔ It should be universal.

And, it should emerge from the history, values or lived experience of the organization, its founders, executive team and key stakeholders. But, most importantly, it should also address a cultural tension (i.e. the propelling problem) for your purpose (and so brand or mission) to resolve.

YOUR BELIEF ANSWERS THE QUESTION: WHO ARE WE AND WHAT DO WE STAND FOR?

Purpose: This is what we exist to do.

Purpose should flow through every level of the business and organization. It should express how you will affect culture, serve people or change the world for the better in some way.

✔ It should be simple

✔ It should be focussed

✔ It should be transformational

And, It should stretch you beyond what you even think is possible and make you feel that your job is never done.

YOUR PURPOSE ANSWERS THE QUESTION: WHY DO WE EXIST?

Some good 'Purpose' examples:



We create tools for the mind that advance humankind.



Inspiring the builders of tomorrow.



Create a world where beauty is a source of confidence not anxiety.

Pursuits: These are the three things that make it real

The Product / Service: This is what your resources and talents should be focused on producing, selling, researching and developing.



The Engagement Platform: This is the main communications and engagement vehicle that you should leverage (or create) to go to market. It should empower the end user and enable them to control the kind of experience they want to have in a way that builds engagement and community around your brand.

The Transformative Impact: The difference and ultimate impact that your brand or organization can make in the world if your belief, purpose, product and platform are all connected and fully integrated. Spoiler alert: If they aren't, then you won't. Oh yes...and you have to be able to measure it!

**TAKEN TOGETHER, THEY ANSWER THE QUESTION:
WHAT MAKES US RELEVANT, ENGAGING & TRANSFORMATIVE?**

Here's an Example

BPP's are blueprints for business success -or at least they should be. Like an architect's drawing they provide the plan and design for others to build upon - but you should never be able to 'see' them. For that reason, sharing examples is challenging (as they are often intrinsically linked to business, brand and commercial success).

That said Pro Social World, a global nonprofit has kindly allowed us to share their BPP Blueprint which was developed by the Grounded team - really because it helps deliver their purpose!

Belief:

We believe that to catalyze rapid, positive cultural change we need to recognise our interconnectedness and continuously improve the relationships we have with ourselves, each other and the planet.

Purpose:

Consciously evolve a world that works for all

Pursuits:

Product:

We will explore the integration of modern evolutionary and behavioral science and spirituality - providing an inclusive framework that can help groups to become more cooperative and adaptable.

Platform:

We enable, support and expand a global community of facilitators who can create the right conditions for learning, collaboration and co-creation.



Impact:

By doing these things we can accelerate a major, multi-level evolutionary transition to a regenerative economy and better adapt to our rapidly changing world.

Schedule a call.

We are a multi award winning B Corp certified social innovation and brand activation agency – thriving at the intersection of brand purpose, commercial innovation and social impact. We work with brands, retailers, startups and nonprofits all over the world – helping them to articulate their purpose, activate their brands and accelerate their impact.