

# INTENTION ACTION GAP<sup>SM</sup>

## Closing the Intention-Action Gap<sup>SM</sup>

We all know that there is often a big intention-action gap between what brands and consumers want to do and what they actually do - especially when it comes to living or behaving more sustainably.

**For brands and businesses,** it's often down to lack of resources, integration, senior stakeholder buy-in or short-term decision making - especially when it comes to meeting higher level corporate sustainability goals and commitments. Sometimes it's also down to poor leadership, company culture, lack of understanding or stakeholder engagement.

**For consumers** it's usually down to habit, value, convenience or complexity (and sometimes low support or endorsement from friends and family). And, that gap can be pretty wide. According to the WFA's sustainable marketing 2030 report, sustainability marketing from brands is still lagging behind company level commitments, and those companies who feel they are advancing well on their sustainability journey has plummeted from 29% to just 15%, since 2021.



**Living more sustainably:** globally, the gap is even wider. It's 84% percentage points. That's the size of the gap between those who say that they are prepared to take action to lead a more sustainable lifestyle and then those that actually do!

**That's a lot of money being left on the table - by not addressing the biggest intention-action gap.**

Here at grounded our mission is to transform purpose into profits and create value by doing good. And, it all starts with understanding what, where and how big that intention-action gap is... in relation to other businesses, your own organization and your key competitors.

# Closing the Intention Action Gap in 3 Steps

**Assess:** We'll undertake a full landscape assessment (culture, category, competitor and consumer) to gather key insights and case studies - along with a series of external expert and internal key stakeholder interviews - to understand the context and qualitatively define where the biggest gaps - internally and externally - actually are.

**Map:** We will then map the ecosystem of key stakeholders and begin the process of capturing their key pain points in a workshop format. All the language and concepts used from the assessment, interviews and mapping is then fed to Gaia (our resident ai) after the workshop to identify where the key opportunities exist (along with areas for improvement and team collaboration)



**Test:** Once we have a really good understanding of all the barriers and drivers at a culture, company and/ or category level - we run implicit association testing (IAT) to understand the strength of those unconscious biases and associations that might be preventing people from taking action and choosing your product, service or brand. The speed at which colleagues (or consumers) respond is the most reliable indicator of behavior change and / or purchase intent.



The final deliverable is a thoughtful, robust and quantitatively supported overview of what, where and how big your intention-action gaps are at a company or category level ( vs. the competition) along with a customized Chat GPT style interface that anybody can use to ask questions of the findings and data or undertake more research.

This approach can be broken down into steps and phases to accommodate most budgets or run sequentially as a project over the course of 8-12 weeks.

[Click here to 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.