

Dimensions of Purpose

Every component of your narrative expresses a different facet of your organization's identity.

SHARED PURPOSE

Motivation



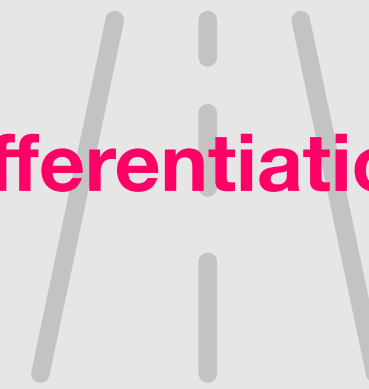
PURPOSE METRIC

Progress



PATH TO PURPOSE

Differentiation



COMPANY DNA

Authenticity



CONTRIBUTION

Focus



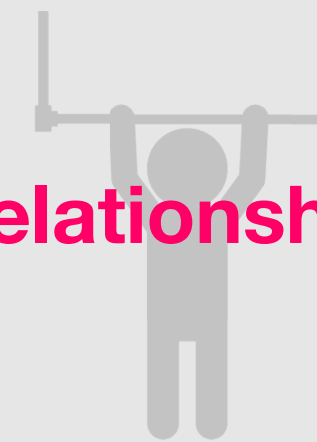
BRAND ROLE

Tone



MINDSHIFTS

Relationship



BRING IT ON

Confidence

