
12 Purposeful Principles

Creating businesses that matter

Serve others

Purposeful brands exist to serve others. They remain mindful of their customers, colleagues, investors, community and the world they serve at all times. A purposeful brand or organisation stands out because it stands for something.

Building coalitions

Purposeful branding is about developing the relationships and coalitions you need to support the vision you are trying to create. Building the momentum to create change can only come with the support of others.

Substance

Being purposeful is about getting to the truth at the centre of yourself and your organisation. It's about giving life to the things that make you passionate, drive you and allow you to be at your best.

Journey towards a unifying vision

A purposeful brand starts with a clear unifying vision. Without a mental picture of the world you are trying to create how can people know what to do or whether they want to support it?

Uncovering

A purposeful leader spends time listening and understanding. Deep and meaningful insight comes from both looking beyond your own beliefs and exploring the possibilities.

Work iteratively

Purposeful organisations require a sensitivity to the existing culture and ways of operating. A step-by-step approach is a far easier way to drive change than just introducing something new. People have the opportunity to get involved and to be a part of the change.

Courage

Purposeful brands require the courage to make difficult decisions and to challenge the status quo on a regular basis. It takes courage to create change and even more to admit when you are wrong.

It starts with the individual

We are all different. It is being mindful of these differences that builds organisations which can sustain success. A purposeful organisation or brand should provide the framework for the individual to thrive. Differences should be recognised, celebrated and utilised.

Ownership

A purposeful brand requires all leaders and functions to step up and manage reputation. It is not just the role of any one department. A high-performing culture requires everybody to be on board and take responsibility for their actions.

Humility

A purposeful brand never takes itself too seriously. Making a profit and doing good can coexist but it's easier to do when we understand our weaknesses and have the empathy to build deeper and more authentic relationships.

Small things make a difference

We can get hung up on big ideas or idealistic visions. In reality, it's the accumulation of lots of small things that really make a difference. The way we respond to somebody in a lift or to an email is critical to building trust. It demonstrates care and authenticity.

Playful

You have to like what it is you are doing. We are at our best when happy. It helps you through the hard times, and attracts others to your cause. If what you do is joyless then people switch off.

How can you be more purposeful?

If our 12 principles resonate with you — either because you are working with them, or maybe you recognise them as missing from your organisation — then get in touch:

hello@pulsebrands.com