

FIVE ON-PURPOSE STEPS TOWARD AN EXTRAORDINARY ORGANIZATION

How successful would you be if your customers' brand experiences actually matched or exceeded the advertising promises you made? What if everyone in your organization was clear about the impact they have on the lives of your customers?

At Play, we believe brands must deliver on their promise at every point at which the customer touches the brand, from the message in advertising to the way customers are treated, to the products they are offered.

To help our clients deliver on their promises at every stage of the consumer experience we have developed a proprietary process called On-Purpose Branding. It helps our clients get very clear about the purpose their brand serves, and helps them align their entire organization behind that purpose to build a consistently satisfying brand experience for every customer.

1 INSPIRED AND ON-PURPOSE LEADERSHIP

- Every organization's purpose starts with its leaders.
- Leaders who are clear about their personal life purpose lead with passion and clarity.
- When a leader aligns his or her life purpose with the purpose of the business or organization, the results are powerful beyond what is possible with sheer "will" and "skill".
- It is an infectious energy and focused action that inspires everyone in the organization.

2 THE ON-PURPOSE EXECUTIVE TEAM

- When leaders align their life purpose with the business purpose, there is no longer a separation between what we do at work and what we do in life.
- Begin by having your leadership team on-purpose, first on a personal level, then as a team who are charged with developing your organization's Business Purpose Statement.
- Vision, Mission and Values now naturally evolve because they are simply an extension of the organizational purpose and are easily remembered and embraced by everyone.

3 THE ON-PURPOSE BRAND

- Your brand is a powerful expression of your organization's purpose.

- When your brand is aligned with your purpose and your purpose reflects the values and purpose of your senior management team, the brand message rings true.
- You support your brand because you have organizationally aligned what you say with what you do.

4 THE ON-PURPOSE ORGANIZATION

- People naturally want meaningful work and the responsibility that goes with it.
- Trained, committed, and passionate, people become leaders in their own area of the organization.
- The Play On-Purpose process develops leaders at every level of your organization because the process inspires employees to live on-purpose.
- On-purpose people learn to see the possibilities of serving their own purpose while serving others.

5 MAKING A DIFFERENCE IN THE WORLD

- When we make a difference in the world it is when we as humans are at our very best.
- Play recommends organizations tune into the impact they can have in the world, through the powerful structure that exists naturally in business.
- If companies or organizations are not, as their core business, serving the greater community, then we recommend taking on a long-term commitment aligned with your business purpose.
- It lifts the organization's sense of purpose, the well-being of its employees and its leaders, and provides a long list of other benefits including higher levels of productivity and team work.

