

Purpose is Everything

A very thorough [analysis from Deloitte](#) illustrating the value of Purpose in today's organizations with specific areas of consideration for a. the Organization b. the CMO and c. the C-Suite

a. Organization

- Be authentic.
- Leverage purpose to rally employees around a common goal.
- Show real impact.
- Lead with empathy.
- See consumers as more than customers.

Purpose is Everything (cont.)

b. CMO

- Make sure your purpose is relevant and matters to your customer.
- Be the catalyst for leading with purpose within the C-suite.
- Articulate how purpose influences customer perception of brand.
- Set an example for other internal functions.

c. C-Suite

- CEO:
Identify your purpose, promote it through words and actions, and help build it into the fabric of your organization.
- CFO:
Identify new metrics for living out the company's purpose; be willing to play the long game and take risks to embed your purpose in financial decision-making.
- CIO:
Be authentic and genuine about how you leverage data for storytelling on the impact your brand creates.
- CHRO:
Deploy purpose-driven outcomes in how people are managed and evaluated to ensure authenticity is upheld