3 Survival Strategies for Saving the World



If your business is on track to powerfully and positively impact our global situation, good for you. Everyone and everything here on earth has a vested interest in seeing your company survive and thrive. You might think of all of us – people and pandas, glaciers and elephants and forests – as stakeholders in keeping your vision alive.

Purpose-centered companies have to succeed in business, if they're going to do anyone a world of good.

1 Be A Money Maker. And Proud Of It.



There's never been a better time to walk your talk. Millions of impact investors, conscious capitalists and purpose-centered companies are reshaping our economy. We're at a tipping point, driven by environmental and social concerns. If you have a noble purpose, and a big idea, you are probably selling something – and the more somethings the better.

> "Well run, values-centered businesses can contribute to humankind in more tangible ways than any other organization in society."
>
> Bill George, Professor, Harvard Business School

*Quotation from the introduction to Conscious Capitalism, written by John Mackey, founder and co-CEO of Whole Foods, and co-author Rajendra S. Sisodia, Professor of Marketing at Bentley College.

Are You As Rigorous As You Are Righteous?



I am stunned sometimes by the way people do business. Myself included.

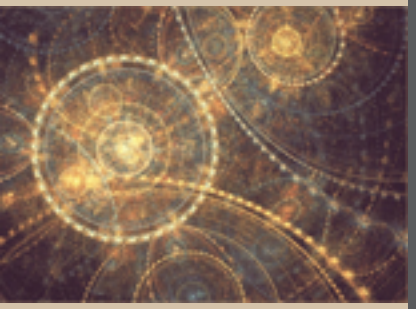
And I know what you're going to say.

There's so much to do.

But that's the reality of doing business in a digital environment. It's complicated. Whether you're raising a new round of financing or bootstrapping your growth, here are some of the things you've got to have going for you:

- **An idea** that people actually want, that fills an unmet need.
- **Visionary founders** with crack track records and entrepreneurial chops.
- **A vision and mission statement** baked into everything you do.
- **An agile business plan,** built around a value proposition that defines your target buyer, the problem you solve, and why you're better than the alternatives.
- **Scalability.** A business model that has somewhere to grow.
- **Profits.** You have to have them in order to survive.
- **An open and collaborative working environment.** Creative, dedicated, happy employees. Bottom line.
- **Metrics** that tell you what's working and what's a complete waste of time.
- **Loyal customers.** What do your customers say about you? Why do they keep coming back? You do talk to them, don't you?
- **An enduring brand** for building loyalty and connection with customers.
- **A marketing strategy and communications plan** that will breathe life into your brand.
- **A killer story.** Are you telling it?

Rushing And Reacting Is Not An Option.



The tasks in front of you don’t have to be crushing. You can take the time to stop, think, and make clear decisions. You can deal with complexity by going step by step. You do the right stuff at the right time and then build on the stuff that works. And here's a strategy for giving yourself breathing room, coming to the work fresh and feeling alive.

It's going to sound like business blasphemy.

Work at 70% of your capacity. Take time to stop, rest, and breathe. Don't push so hard. When you notice that you're losing focus, stop. Walk around the block. Do something unfocused for just ten minutes. This reduces stress and burnout. It fosters innovation, opening up the space to create smart ways of solving problems.

> Trying to do it all and expecting that it all can be done exactly right is a recipe for disappointment. Perfection is the enemy.
>
> Sheryl Sandberg, COO, Facebook

2 Your Brand Runs Your Business.



Your brand isn't just your name, your palette, your font or your logo.

It's your relationships. How your meetings are run. What kind of company structure you have. Who comes back to you because they can't find someone else they can trust. Why customers are drawn -- time and time again – to your values.

Your brand reaches out at every touch point.

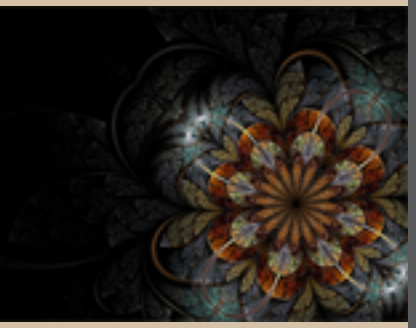
From the micro copy on your website, to truly caring customer service. To an About page that's not all about you. Your brand demands your full attention.

It's who you are. What you do. And why it matters.

Living up to your brand galvanizes the people you work and partner with. How you deliver on your promises is everything to your clients and customers. Your brand demands authenticity and transparency. Your brand builds trust and resilience.

And, yes, it's your good name.

A Brand With Heart & Soul



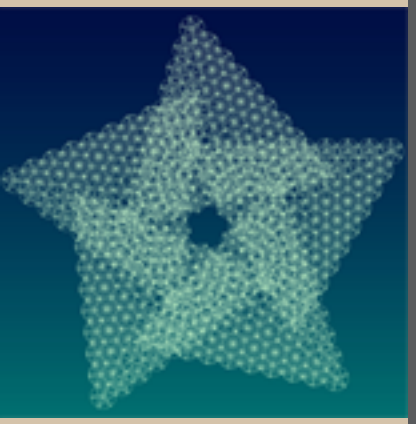
**A high-level team led by Millward Brown and Jim Stengel recently conducted a 10-year study. They looked at the financial health and growth of 50,000 global brands. The highest-performing 50 brands had something in common.

They were guided by a purpose, and they outperformed the S&P 500 by 400%.

As a purpose-driven organization, you're in good company. Bill Gates has been talking up "creative capitalism" for almost a decade. He says he's moving between meetings about making money and giving it away. Michael Porter, Harvard Business School economist and author sees social progress in terms of shared value capitalism. Paul Tudor Jones II is a billionaire hedge fund manager who is committed to shrinking the wealth gap with Just Capital, launching this Fall.

Study performed by a team consisting of Millward Brown (Optimor brand strategists), Jim Stengel (former global marketing officer, Proctor & Gamble), Professor Sanjay Sood and MBA students at UCLA Anderson Graduate School of Management.

You've Got Goodness Going For You.

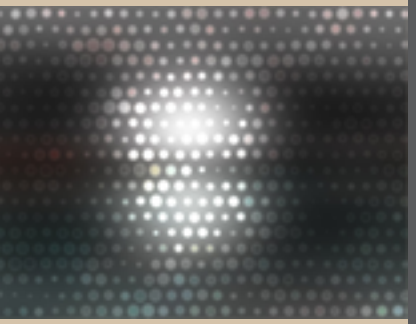


- You can be authentic in every word you say.
- Even better, your customers will become your evangelists.
- You'll have an endless list of beautiful, believable, emotional stories to tell.
- You'll have Millennials on your side. (And doing great work for you.) This cohort will be running the world by 2025. They're adventurous, technical wizards, and they like teensy screens. They're also looking for something to believe in.
- You can bank on growth. In a 2013 Deloitte survey..."an overwhelming majority of respondents (91%) whose organizations have a strong sense of purpose believe that their organization will maintain or strengthen its brand reputation and loyalty, compared to only half (49%) of those working at organizations without a strong sense of purpose." Sorry for the long sentence. It's survey speak.

"If you have a purpose and can articulate it with clarity and passion, then everything makes sense and everything flows. You feel good about what you're doing and clear about how to get there. You're excited to get up in the morning and you sleep easier at night."

Roy M. Spence Jr.,
Author of It's Not What You Sell, It's What You Stand For.

3 Leveraging Your Digital Presence.



You Are Your Website. And It's Not About You.

It's tempting to talk about yourself. Describing your business, your features, etc., etc., when the real focus should be on your customers. An effective digital strategy begins and ends with a website that nurtures and engages customers, clients and stakeholders.

And then there's conversion.

That's getting your visitors from your home page to a decision or purchase. It's an art. A thoughtful mix of clean navigation, clear language and emotion. Persuasion can come from anything: a fabulous photograph, a line that makes someone smile, a simple invitation.

Plan on disruption.

Change will be coming at you from every direction. The communications technology you're working with today will be unrecognizable in ten years. It's a fact of digital life. You'll be adapting and creating your way into the future.

> Rarely are opportunities presented to you in a perfect way. In a nice little box with a yellow bow on top. 'Here, open it, it's perfect. You'll love it.' Opportunities -- the good ones -- are messy, confusing and hard to recognize. They're risky. They challenge you.
>
> Susan Wojcicki, SVP, Google

Let's Talk Teensy.



There's nothing I love more than a huge desktop monitor and a gorgeous image filling its 1920 x 1080 expanse. But now you're looking at mobile first design. Responsive design is solving many issues, but really, you could reverse the process and not only design – but think – in terms of mobile screens. Where they are, how they're used, and what kind of content works. You can still go full bore with loads of content on your desktop version.

But less is best.

People are shopping, buying, and comparing with their smartphones. Technology is heading for a whole new level of interactivity for on-the-go buying, decision-making and experiencing.

So how will they find you?

Thanks to Google, Search Engine Marketing (SEM) has always been a moving target. Google is the largest search engine on the planet, and as you may know from painful experience, they change their search algorithms constantly. Your almighty rankings can drop through the floor in a heartbeat. The new algorithm upgrades are focusing more on original content with useful, relevant, involving information.

Great stories that people will share.

High-performing websites come out of real world thinking, agility and creativity. Want to know how it all comes together? Check out my blog. Or get in touch.