

A watercolor-style background featuring a woman's profile in shades of yellow, orange, and pink. She is wearing a large, ornate earring and a necklace. The text is overlaid on the right side of the image.

POW **WOW** PITCH

# Starting With Purpose

Learning Hub | **Module 1**

In partnership with



**SKLAR WILTON**  
& ASSOCIATES

# Getting Started: Starting With Purpose



# 1

## IN THIS MODULE:

### ABOUT

Entrepreneurs take the leap to start a business because they believe they can make a difference in the world. In this module, we begin by uncovering that "why" for your business.

### CONTENT

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What is Purpose and why it matters

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Defining your Purpose

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What is **purpose** and why it matters

# Purpose: What does it mean?



A business's Purpose explains the difference it wants to make in the world, community and/or the lives of its customers.

Essentially, **it is the cause or belief that drives everything your business does.**

In other words, the **WHY** we do it.

# Purpose: Why it matters



**Purpose-driven businesses are able to create more emotional bonds with their customers, employees, investors and partners.**

Customers can buy from any business, employees can work at any business, investors can invest in any business, and partners can collaborate with anyone. They all have so many options available to them, right at their fingertips.

**AND they are choosing to buy from, work for, invest in, and collaborate with businesses that represent something they believe in.**

A business that has clearly defined its purpose can:

- Create deeper engagement
- Develop greater trust and loyalty
- Build stronger partnerships



## Purpose matters: A business that leads with purpose has better business results

Leading with Purpose e.g. Seeking to improve the lives of consumers as primary goal



UNILEVER'S  
PURPOSE  
DRIVEN BRANDS  
**GREW 69% FASTER**  
THAN THE  
REST IN 2018.



**Purpose matters:** A business that leads with purpose finds it easier to decide what to focus on

Connecting people with each other and to the land



**ISKWEW AIR**  
Δ^9.0



**Purpose matters:** A business that leads with purpose finds it easier to decide what to focus on

Help every Indigenous youth see and feel their enormous value while developing sustainable colour cosmetics





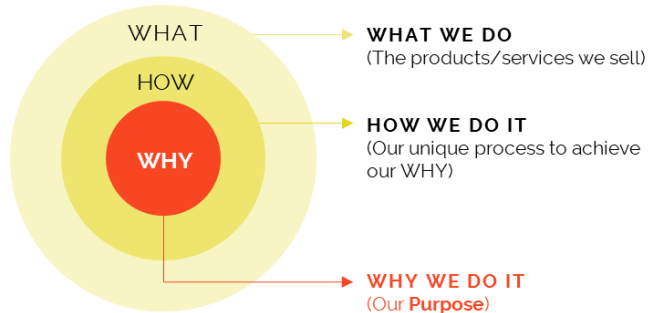


# **Defining** Your Purpose

# Purpose tools: The Golden Circle and Plan on a Page work together to define and action your Purpose

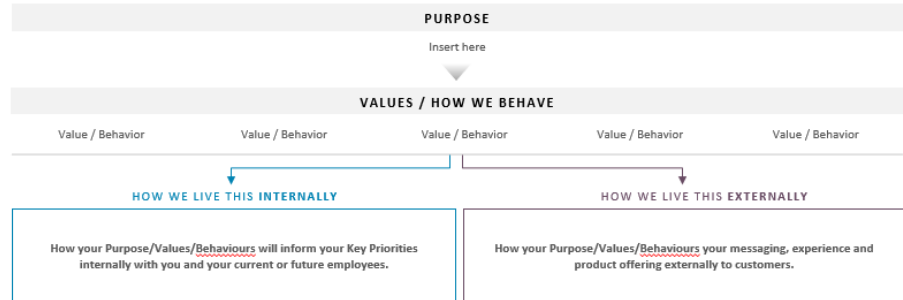
## Simon Sinek's **Golden Circle**

A widely used framework that is designed to help any company – big or small – articulate its Purpose.

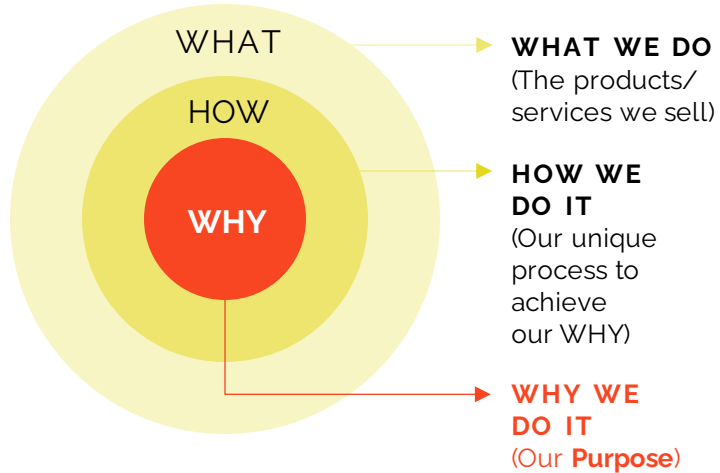


## Sklar Wilton & Associates Purpose **Plan on a Page**

A Sklar Wilton & Associates framework that is designed to action a Purpose and set the foundation for a business plan.



# Simon Sinek's Golden Circle



**The Golden Circle**, developed by marketer Simon Sinek, is a widely-used model for Purpose that is designed using principles of neuroscience and psychology to help your business truly differentiate.

His 'Golden Circle' theory has three main components: **What**, **How**, and **Why**. If a business – big or small – can define and communicate all three, they are most likely to succeed.

At the center of the circle, Sinek explains that **'Why'** is probably the **most important** message that a business can communicate as this is what inspires others to action. Businesses should strive to communicate that first and foremost – to start with Why.

# Example Company: **BarkTies**



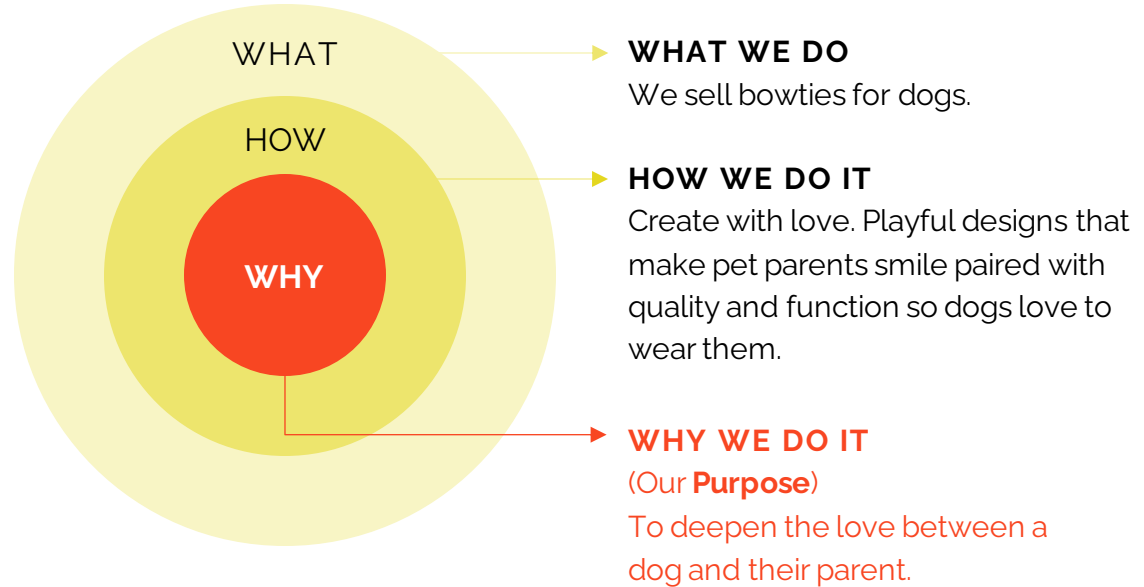
**BarkTies** is a company we made up to help you see the Purpose tools in action.

**BarkTies** is a small business owned by Rea, that makes bowties for dogs. Her target customer is dog parents who want to spoil their pets.

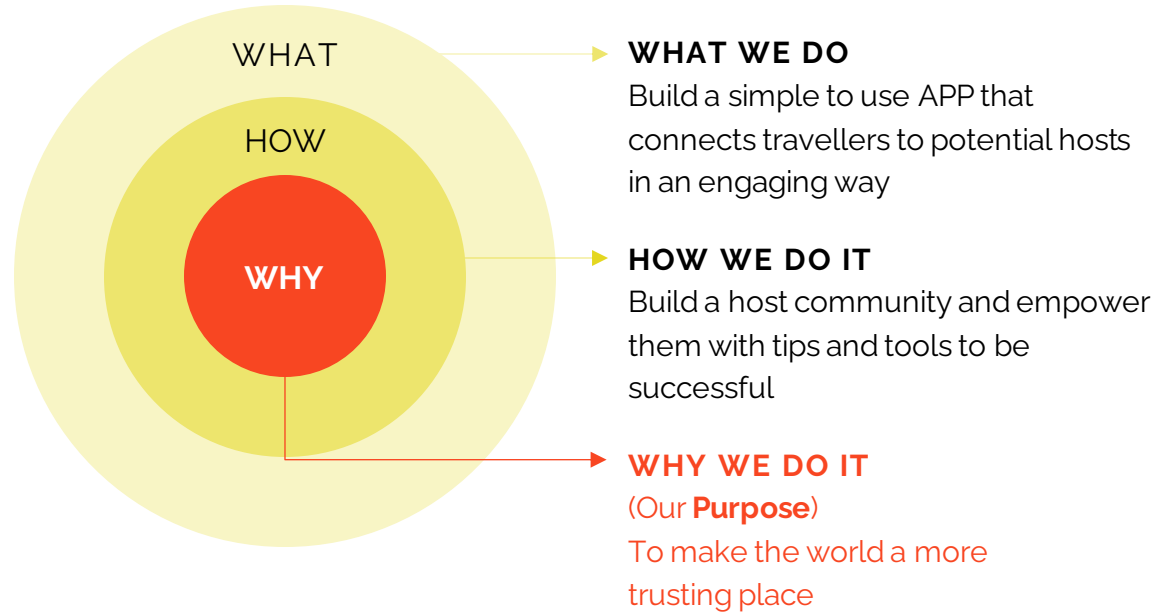
Rea is a proud dog parent herself and doesn't just want to sell bowties and she knows how special the relationship is.

Rea started **BarkTies** because she believes that moments of joy and playfulness between a dog and its parent also deepen the love between them.

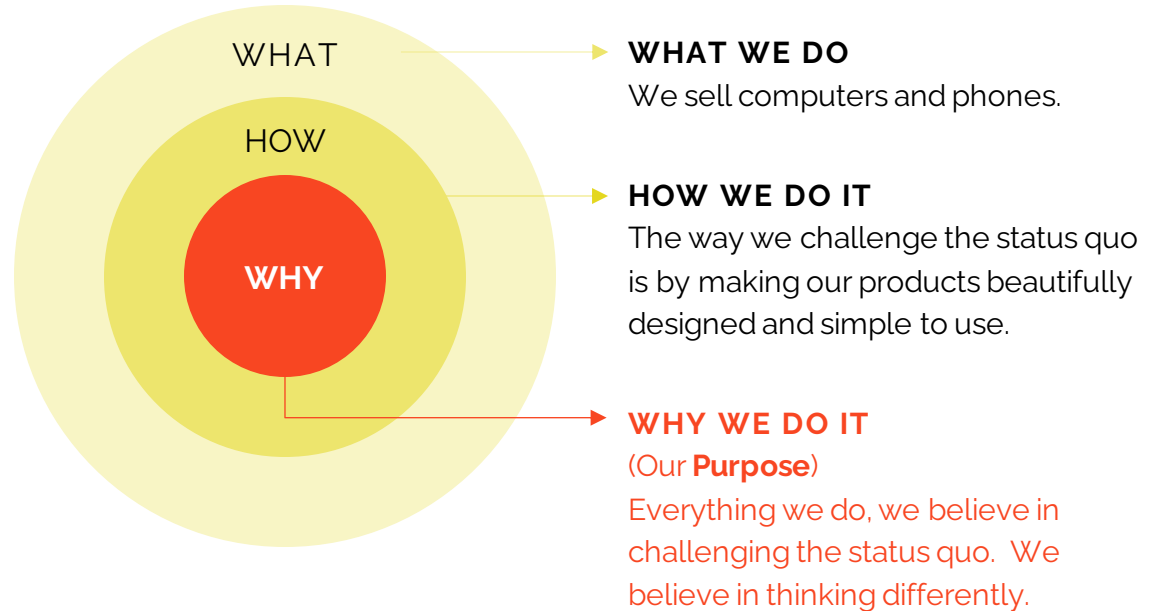
# Golden Circle Example: **BarkTies**



# Golden Circle Example: **Airbnb**



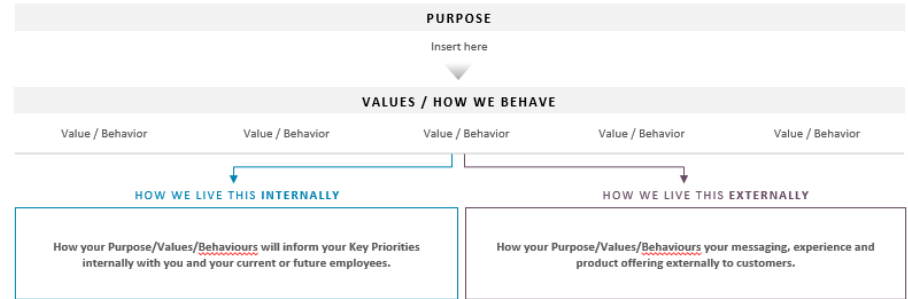
# Golden Circle Example: **Apple**



# Sklar Wilton & Associate's Plan on a Page

Sklar Wilton's **Plan on a Page** was developed to ensure that a business could bring their Purpose to life and drive business longevity both internally and externally.

The Plan on a Page has three key parts: **Purpose, Values / Behaviours and How We Live**. If a business can articulate what they value and how they behave as a result of their Purpose, they are better set up to write their business plan.



The key parts are:

**Purpose:** As with The Golden Circle, this is your WHY.

**Values / Behaviours:** The principles and beliefs that will guide how your business operates

**How We Live Internally:** the internal culture, employees you want to attract and retain based on your Purpose and Values / Behaviours.

**How We Live Externally:** the messaging, product selection, media channels you would create based on your Purpose and Values / Behaviours.



# Plan on a Page Example: **BarkTies**

## PURPOSE

To deepen the love between a dog and their parent.

## VALUES / HOW WE BEHAVE

Lead with Love

Always Playful + Functional  
(never one or the other)

Support Local

Value / Behavior

Value / Behavior

### HOW WE LIVE THIS INTERNALLY

#### Key Priorities internally with you and your current or future employees:

- Hire lovers of all kinds animals with a passion for fostering love
- Provide days off for volunteering and community building
- Dogs welcome at the office

### HOW WE LIVE THIS EXTERNALLY

#### Key Priorities externally with your customers:

- Messaging: Love. All tied up.
- Products: Start with bowties, but look to expand to anything that is playful + functional bringing a dog and its parent together

# The Purpose Sniff Test helps to ensure your Purpose is clear and actionable



When defining your purpose, this Sniff Test can help **ensure your Purpose is clear and authentic to your business, and that you can act on it.**

## 1. LIFE

Is it about the change that you want to make in your community or the world? Is about people and life vs about the category your business is in?

## 2. INSPIRING

Does it imply you are actively doing something or creating momentum or a sense of change?

## 3. SIMPLE

Is it a clear, and easy to explain or understand? You could tell people without feeling silly?

## 4. ACTIONABLE

Can the products you sell or services you offer play an obvious role, however small, in achieving your purpose?

# Purpose Inspiration: Previous PWP Examples



A taste of our land's cultural fabric.



Giving our pets a healthy longer life as nature intended it to be.



To instill inner strength and unwavering confidence in all women, using teaching from Indigenous nationhood.

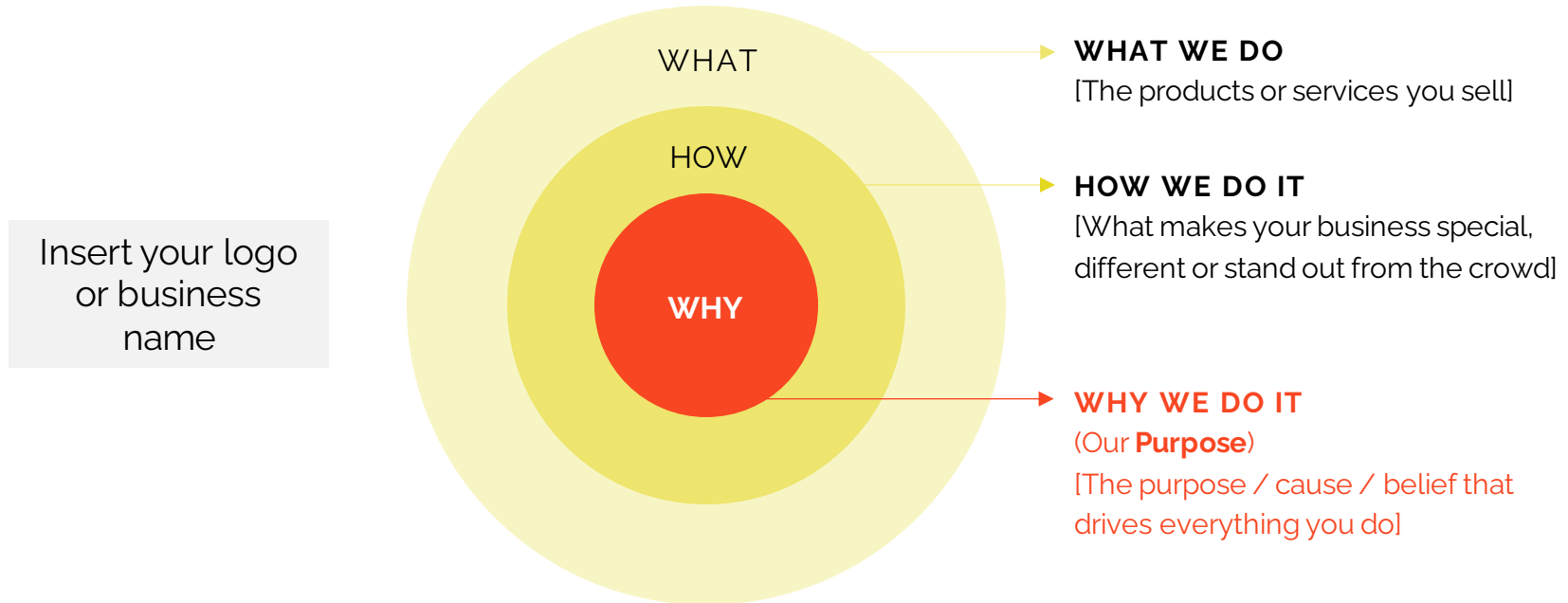


Creating high quality and culturally appropriate natural health products; with a focus on our ᐅ"ΔᐅΔ·Δ·ᐅ nehiyawiwinn way of life.

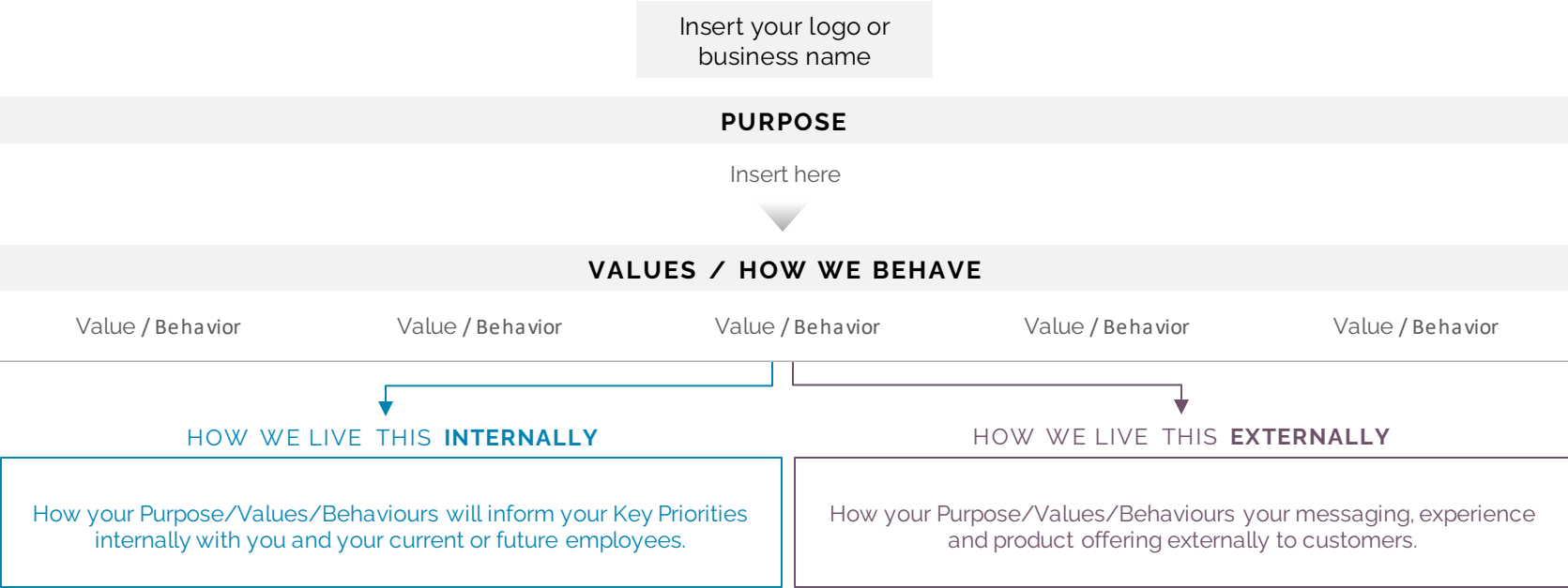
A watercolor splash graphic in shades of pink and orange, centered on a white background. The splash is irregular and textured, with darker colors in the center fading to lighter tones at the edges. It is overlaid on a faint, light gray diamond shape.

Tools/Frameworks

# Golden Circle Example: **Your Business**



# SW&A Purpose Plan on a Page: **Actioning your Purpose**





# Additional Resources

# Further Readings & Resources

- Simon Sinek, "Start With Why"
- <https://www.youtube.com/watch?v=-gr1aRm5vpE>
- [https://www.ted.com/talks/jeff\\_freedman\\_what\\_s\\_your\\_brand\\_story](https://www.ted.com/talks/jeff_freedman_what_s_your_brand_story)
- [https://www.ted.com/talks/david\\_bechtold\\_the\\_power\\_of\\_purpose\\_in\\_business](https://www.ted.com/talks/david_bechtold_the_power_of_purpose_in_business)





Thank you!