

ON PURPOSE

Delivering a branded
customer experience
people love

ASSESSMENT TOOL

WELCOME TO THE ON PURPOSE INTERACTIVE ASSESSMENT TOOL

This assessment tool will give you a snapshot on how purpose-led your organisation is. It's also a chance to find out how your brand compares to the ON PURPOSE brands featured in our book.

How do you measure up against those principles and practices that mark the difference between the brands that simply **TALK** about their purpose, and those that actually **ACT** on purpose? And what are the tools you can use to help you?

Start by taking a quick look at the eight questions below. Think carefully about your brand and your organisation as you go through them.

1. Are you purpose driven?
2. How purposeful is your leadership?
3. How infectious is your communication?
4. Is your customer experience distinctive enough?
5. Do you continuously innovate?
6. How strong is your culture?
7. Is your employee experience as distinctive as your customer experience?
8. Do you place as much emphasis on measuring the experience as you do on measuring results?

The eight questions listed above are important because they are the very factors we identified as being common to all purpose-led brands.

Each of the eight dimensions is supported by five attributes that describe what purposeful brands actually **DO**. These were derived from the analysis of the many interviews we conducted for this book, as well as our last book *BOLD – How to be brave in business and win* (and many of the practices are illustrated throughout the various chapters).

As a further check, we asked some of the brands featured in the book (as well as executives from random brands) to complete the survey. We show the results, along with the comparison profile, at the end of this assessment. By completing this assessment, you'll get a good understanding of how your brand compares - and also which areas you will need to focus on in order to really bring your purpose to life.

HOW TO USE THIS INTERACTIVE ASSESSMENT TOOL

The assessment is focused on eight core principles:

- Purpose driven
 - Purposeful leadership
 - Infectious communication
 - Distinctive customer experience
 - Continuous innovation
 - Cult-like culture
 - Distinctive employee experience
 - Experience measurement
-

Complete the eight sections of the survey on the next few pages, rating each individual statement as accurately as you can, using the following criteria:

5 - your organisation is dramatically different

4 - your organisation is distinctly different or market leading

3 - your organisation is average

2 - considerable room for improvement

1 - this is an area where your organisation does not currently focus

We highly recommend getting your colleagues to also complete this assessment, and then calculating the average scores overall.



STAND UP

1) PURPOSE DRIVEN

RATE EACH QUESTION 1-5

- a) We have a bold **purpose** or vision that permeates the company a)
- b) We are willing to trade short-term profit to achieve our long term **purpose** and vision b)
- c) We have a clearly defined brand/customer promise c)
- d) The strategy, the brand, and our customer experience are inseparable d)
- e) We are boldly changing/challenging the traditional thinking in our industry e)

AVERAGE
Auto calculated

2) PURPOSEFUL LEADERSHIP

RATE EACH QUESTION 1-5

- a) There is a unique leadership style in this organisation a)
- b) Leaders communicate our **purpose** and vision powerfully and clearly b)
- c) Our leaders 'Walk The Talk' when it comes to modeling our values c)
- d) Our leaders spend significant time with customers and employees talking about our purpose d)
- e) We tend to rely more on gut instinct and intuition than we do on data and analysis e)

AVERAGE
Auto calculated



STAND OUT

3) INFECTIOUS COMMUNICATION

RATE EACH QUESTION 1-5

- a) We clearly and honestly communicate our brand promise and values to customers a)
- b) Our customers are actively involved in helping to create/improve/protect our brand b)
- c) We use **innovative digital marketing and social media** to communicate with our customers c)
- d) We foster active customer communities that support our brand d)
- e) We aim to achieve high levels of customer advocacy which drives referral business e)

AVERAGE
Auto calculated

4) DISTINCTIVE CUSTOMER EXPERIENCE

RATE EACH QUESTION 1-5

- a) We deliver a customer experience that is consistent, intentional, differentiated and valuable **across multiple channels** a)
- b) We place a high priority on protecting and managing our brand b)
- c) We seek to bring alive our brand promise for customers in dramatic ways c)
- d) Our entire company is focused on delivering a **distinctive** customer experience d)
- e) We have a strong alignment between marketing, operations and HR around the experience e)

AVERAGE
Auto calculated

5) CONTINUOUS INNOVATION

RATE EACH QUESTION 1-5

- a) We constantly innovate in this organisation a)
- b) Innovation is driven by a deep understanding of what our target customers value b)
- c) Our products, services or people are distinctive and in keeping with our brand c)
- d) We apply innovative technology and processes to support the delivery of a competitively superior customer experience d)
- e) We demonstrate superior customer service skills and capabilities **across channels** e)

AVERAGE
Auto calculated



6) CULT-LIKE CULTURE

RATE EACH QUESTION 1-5

- | | | |
|---|----|----------------------|
| a) We believe in, and are committed to a 'higher purpose' | a) | <input type="text"/> |
| b) Our internal values are closely aligned with our brand values | b) | <input type="text"/> |
| c) We have a distinctive culture and a brand 'DNA' that permeates our company | c) | <input type="text"/> |
| d) We reward our people and share their stories about delivering our promise to customers | d) | <input type="text"/> |
| e) We have our own unique phrases or language in this organisation | e) | <input type="text"/> |

AVERAGE
Auto calculated

7) DISTINCTIVE EMPLOYEE EXPERIENCE

RATE EACH QUESTION 1-5

- | | | |
|--|----|----------------------|
| a) Our employee experience is as distinctive as our customer experience | a) | <input type="text"/> |
| b) We hire for attitude and fit with our culture | b) | <input type="text"/> |
| c) Our reward systems reinforces the behaviours we promote around serving customers | c) | <input type="text"/> |
| d) Our people are trained in innovative ways to help them understand our brand promise | d) | <input type="text"/> |
| e) We do not tolerate people for long who fail to demonstrate our values | e) | <input type="text"/> |

AVERAGE
Auto calculated

8) EXPERIENCE MEASUREMENT

RATE EACH QUESTION 1-5

- | | | |
|---|----|----------------------|
| a) We have a clear focus on target customers and what they value | a) | <input type="text"/> |
| b) Our customer measurement systems provide performance data on the complete customer experience, not just satisfaction | b) | <input type="text"/> |
| c) We regularly gather feedback to/from the front line of the organisation | c) | <input type="text"/> |
| d) Our executive team focus on employee and customer satisfaction, not just the bottom line | d) | <input type="text"/> |
| e) We understand and measure the upstream indicators that drive economic results | e) | <input type="text"/> |

AVERAGE
Auto calculated

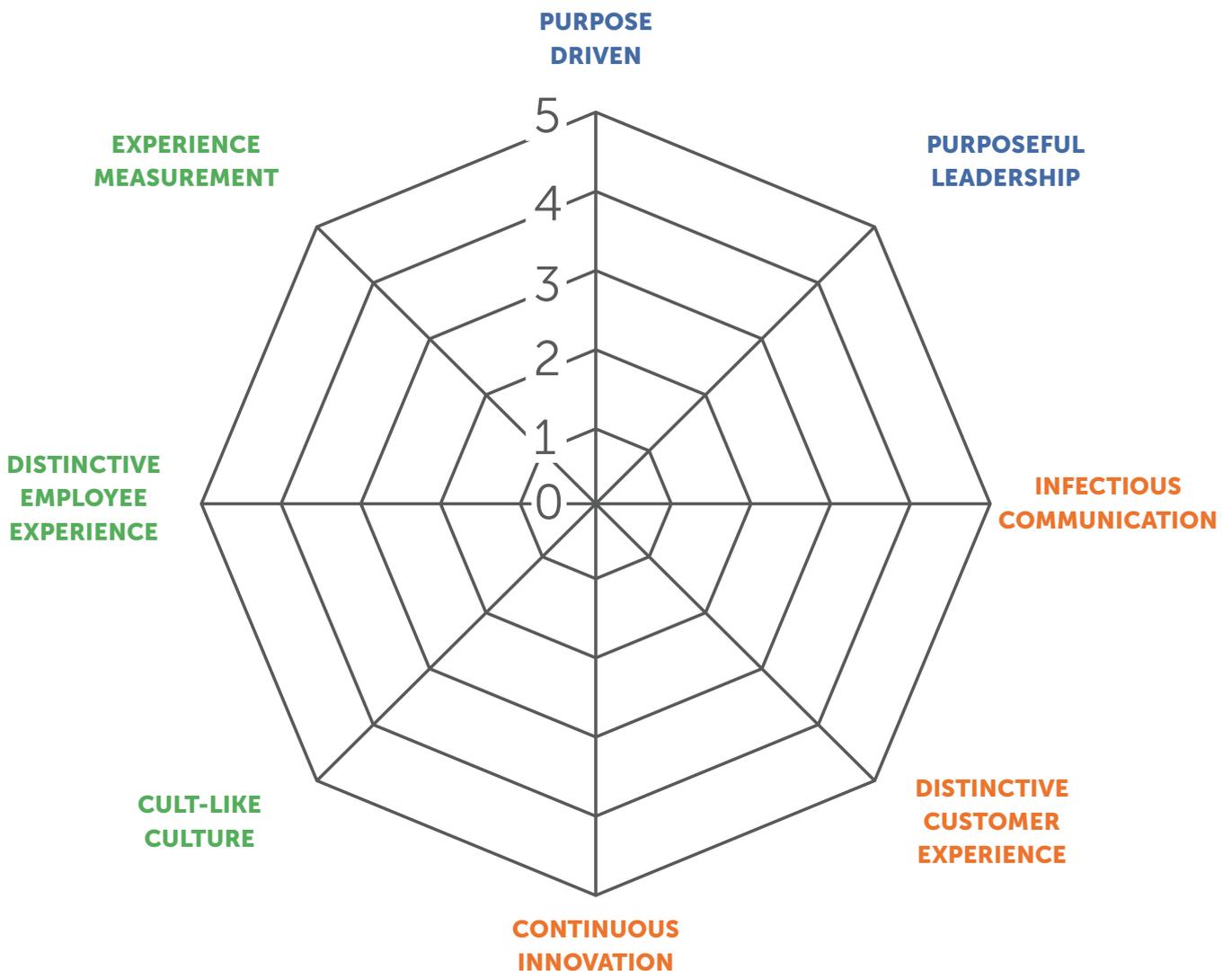
MY COMPANY PROFILE

YOUR RATINGS HAVE BEEN CALCULATED AS:

AVERAGE

| | |
|------------------------------------|--|
| 1) PURPOSE DRIVEN | |
| 2) PURPOSEFUL LEADERSHIP | |
| 3) INFECTIOUS COMMUNICATION | |
| 4) DISTINCTIVE CUSTOMER EXPERIENCE | |
| 5) CONTINUOUS INNOVATION | |
| 6) CULT-LIKE CULTURE | |
| 7) DISTINCTIVE EMPLOYEE EXPERIENCE | |
| 8) EXPERIENCE MEASUREMENT | |

Please print out this PDF and draw an 'X' on the number line for each average score and join up the dots.



PROFILE ANALYSIS

Using your generated profile...

WHAT ARE OUR STRENGTHS?

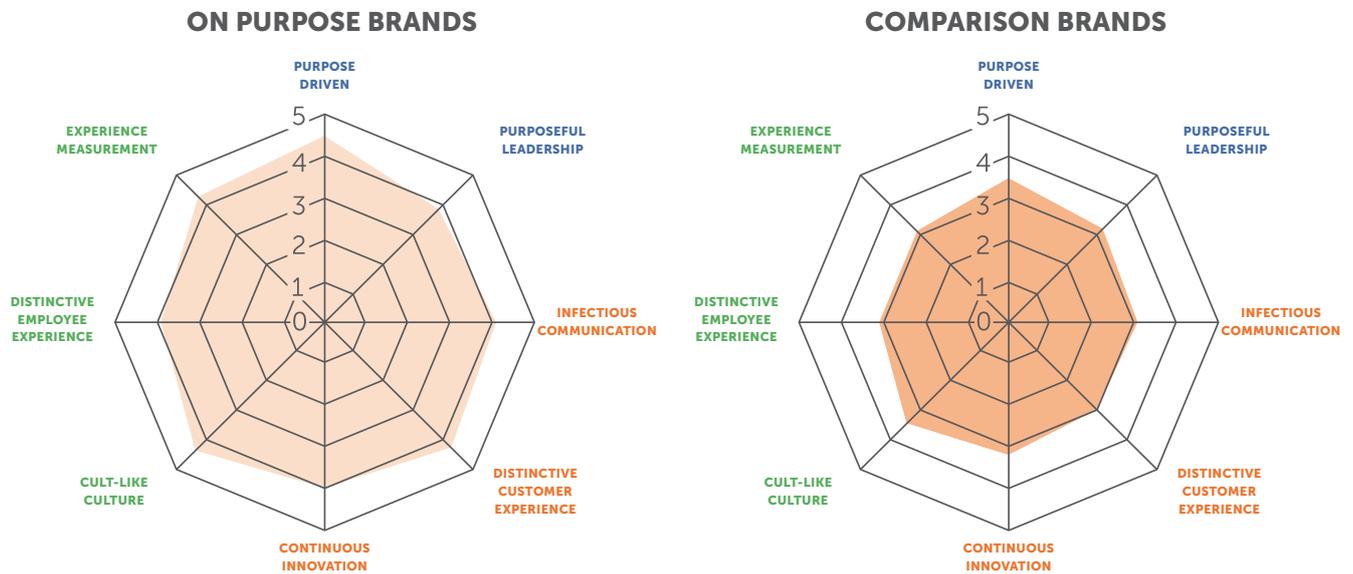
(List the three practice areas where you achieved the highest average scores)

WHERE DO WE NEED TO FOCUS MORE?

(List the three practice areas where you achieved the lowest average scores)

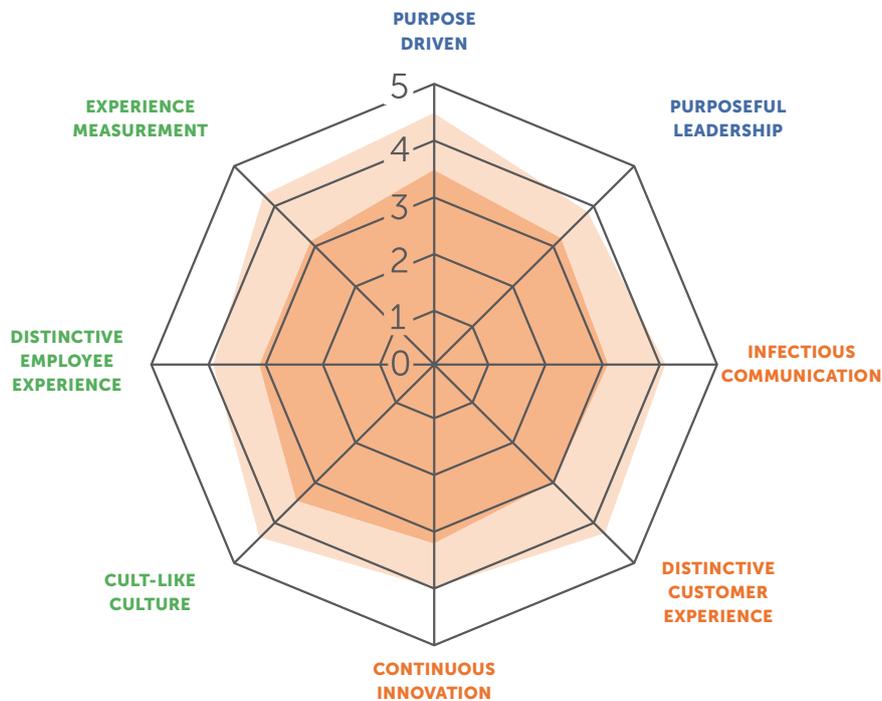
HOW DO YOU COMPARE?

So how do you compare to the ON PURPOSE brands or the comparison companies in our survey?



The most significant difference is that the ON PURPOSE companies pay much more attention to being Purpose Driven. The comparison companies are significantly less focused on creating a distinctive customer experience across channels – the intentionality part of our ON PURPOSE concept.

THE PROFILES COMPARED



So how do you become a purposeful brand?

For inspiration and guidance, find out more in our book [ON PURPOSE – delivering branded customer experiences people love](#) – or delve into our [ON PURPOSE toolkit](#).

