

Q&A for *Big Audacious Meaning* - Unleashing Your Purpose-Driven Story

What is a Big Audacious Meaning?

A Big Audacious Meaning is an organization's purpose or "why". It is defined as the profound difference an organization can have on a life, a community, or even the world.

Why is it important?

We are seeing a historical shift in how we all view our relationship with the organizations in our lives. We are no longer viewing ourselves as simply employees or consumers. There is a growing expectation that we be treated as collaborators. And, we want to know the difference our time and dollars make. As employees, we want to share in and help advance an employer's larger purpose. As customers, we want our purchases to not only buy us goods and services, but to also help make a difference in the world. We are looking for organizations that understand that we want both our work and our spending to have more meaning. We are looking for organizations that embrace a Big Audacious Meaning.

Why is it valuable to organizations?

In today's market, the best job candidates are looking for organizations with purpose. They want a place where they feel like their daily effort has meaning and impact. A Big Audacious Meaning gives an organization an unfair advantage in recruiting the cream of the crop. It also helps organizations when it comes to employee retention, keeping top talent from straying. For prospects, a Big Audacious Meaning can make a brand's offering irresistible. People love engaging with a brand when they can feel like their purchases are helping to make the world a better place. As you would imagine, these same people become incredibly loyal to these brands.

Is there any proof of the value of a Big Audacious Meaning?

There are numerous studies that show that purpose-driven brands financially outpace their counterparts. I run through a few of these in the book. An important thing to remember is that this is not just small specialty brands. Big organizations like Unilever are seeing the real results of embracing purpose with its purpose-driven brands occupying the top slots of its best-performing brands in its portfolio.

How does an organization find its Big Audacious Meaning?

A purpose is not something you invent. It is in the DNA of the organization. It is something that must be clarified. I have a proven process that I have developed, tested, and refined over the years that helps organizations express this profound difference they will make in a life, a community, or even the world. It is the missing roadmap to clarifying and amplifying a purpose.

What does an organization do once it has clarified a Big Audacious Meaning?

One of the most powerful things an organization can do is to bring that purpose into its brand story. I developed the Thrust Story Framework to help organizations build on that purpose - in everything it says and does.

