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# Purpose-Driven Communications



Equip you to use impact management to  
create purpose-driven communications.





## Carolyn Keller

- Purpose-driven consultant
- Award Winning Entrepreneur and Community Leader
- Serving the social sector for nearly a decade

# What is impact?



# Why does it matter?

Understanding and measuring impact is no good unless you utilize it strategically to:

- Drive objective and goals
- Set a baseline for tracking and scaling success
- Cultivate support from stakeholders





# **Know What You're FOR**

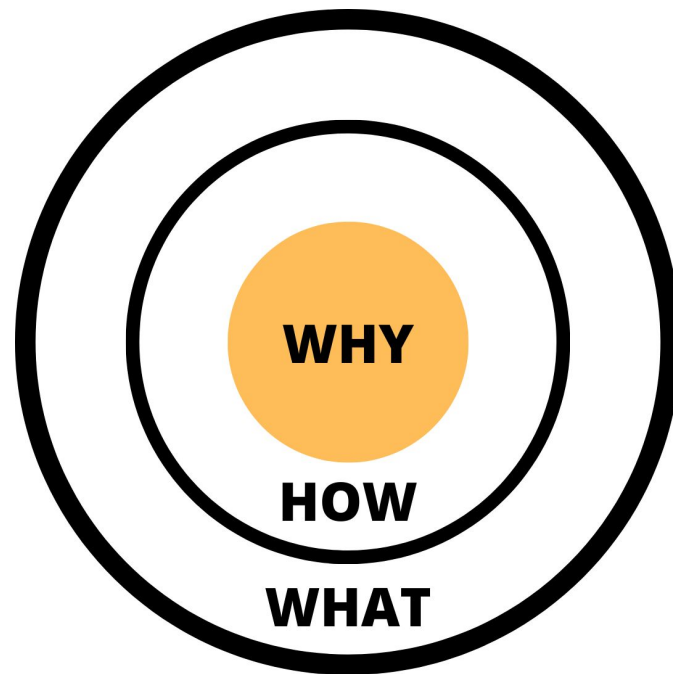


**Purpose-driven companies grow 3X  
faster than competitors**



# Your Why

“People don't buy what you do; they buy why you do it. And what you do simply proves what you believe”



Adapted from Start With Why, Simon Sinek





# Traditional vs Purpose-Driven

## Traditional

- Solve a problem
- Focus on products or services
- Derived from operations
- Helps people make a decision

## Purpose-Driven

- Solve a problem
- Focus on core values
- Derived from mission
- Helps people make a difference



# Why Does Leading with Your “Why” Work?

When people know what you are for it...

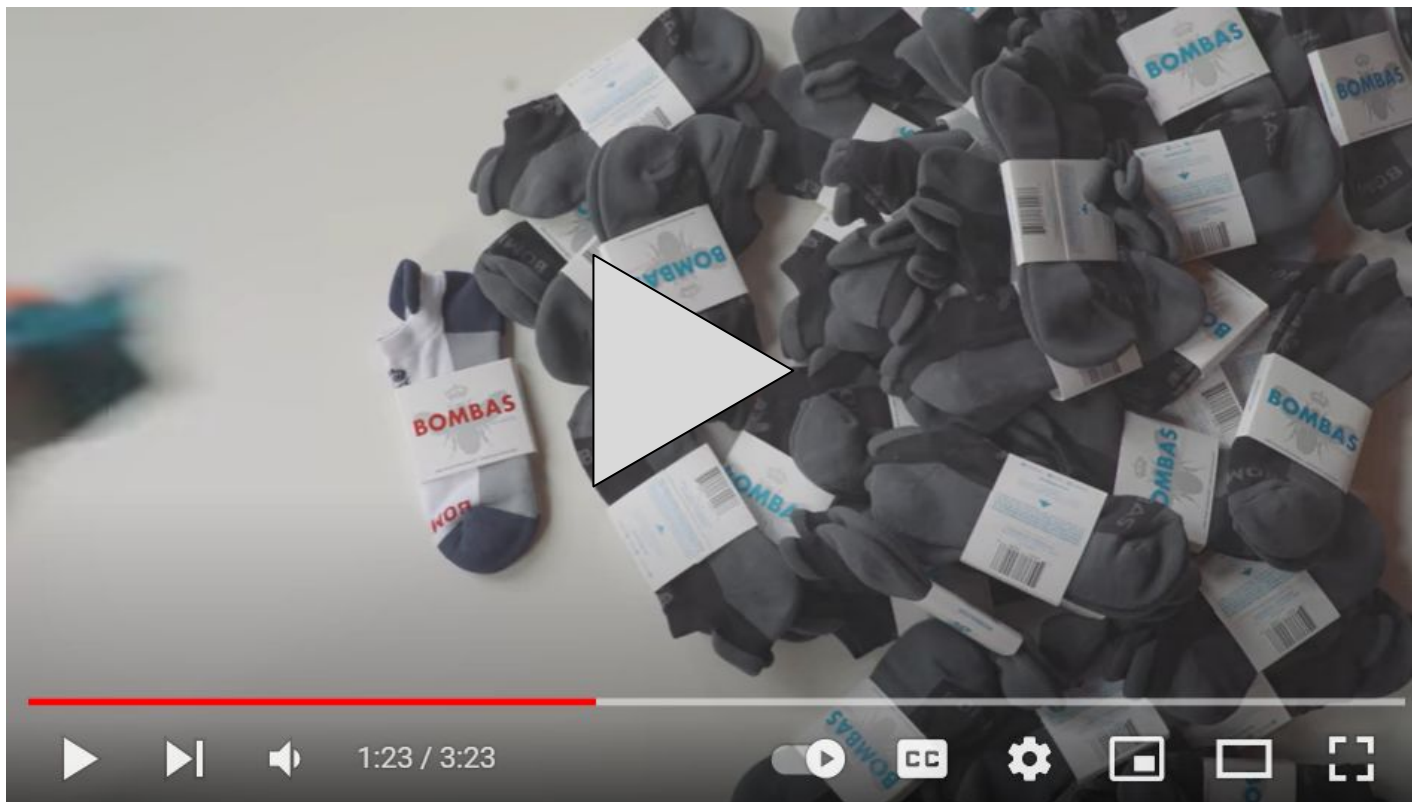
- Builds Trust
- Resonates Personally
- Creates Deeper Connections





# Communicating with Purpose





# Express Your Values

- Be honest and authentic
- Make it about the person served NOT your organization
- Put your mission or values in your content
- Let others talk about your mission



# Ask Yourself

- Are there any values that drive our interactions?
- How does your business improve the world? OR What problems does your organization solve?
- What makes people choose your organization?
- What attracts new employees to your company?



# Demonstrate Your Impact

- Have meaningful measures
- Do the “do-good” math
- Update your audience on your progress towards your purpose

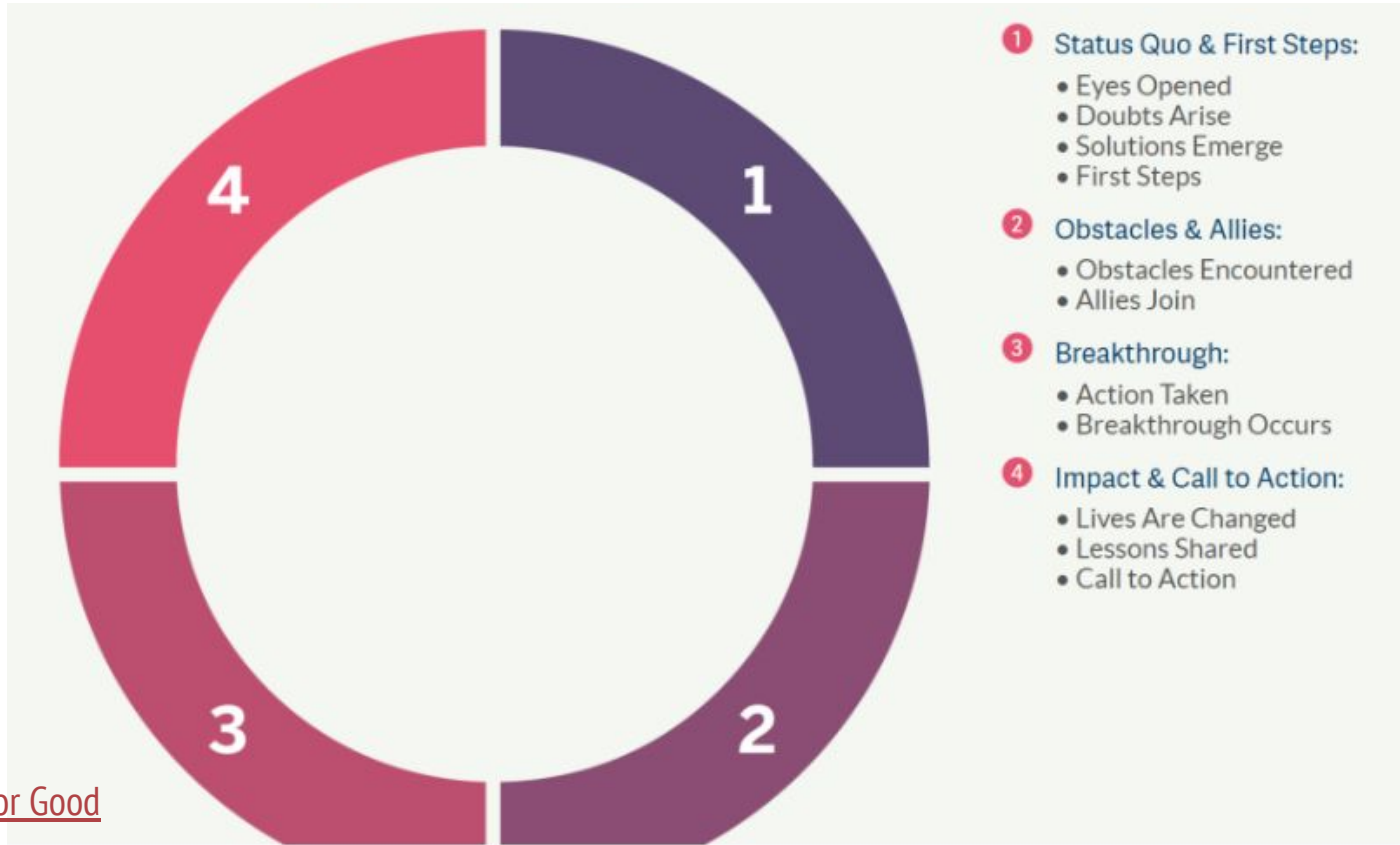
To this point,  
we've donated 25,000+  
critical wish-list items to 30+  
shelters across the US.



We are so grateful for your support as we continue to spread hope to domestic violence survivors across the U.S. As you craft your New Year's resolution, remember to celebrate and honor yourself in this very moment. Reflect upon your accomplishments, big or small.



# Share Your Stories





# Telling a Powerful Story

Incorporate data-driven stories where your stakeholders can see your impact:

- Marketing
- Investor/Donor/Board Communications
- Soliciting Support

\*Tools: [Piktochart](#); [Canva](#)

DATA



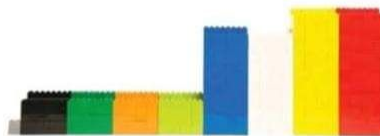
SORTED



ARRANGED



PRESENTED  
VISUALLY



EXPLAINED  
WITH A STORY



ACTIONABLE  
(USEFUL)



The Lego Data Story, adapted from original image by Monica Rosales Ascenio



# Leave a Lasting Impact

Equip your organization with the resources and support needed to purposefully create a lasting impact on the places we call home.



# Let's talk...



Carolyn Keller, Founder



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