

Question Everything

Instructions

TIME

90 mins

YOU WILL NEED

An open mind.
Take off your
marketing hat

WHAT IS IT FOR?

Discovering the seeds of your purpose and fight.

HOW DO I USE IT?

Pull out one question at a time and answer it as truthfully as possible without drawing for breath. It might help to have a partner jotting down key words from your responses. Switch roles and then look back at your responses. But don't just look for commonalities; the most important insights are often where your passion rose the the surface.

People

1. Which of our values are people most proud of?
2. If your employees were epitomised by one hero, who would they be?
3. What would your most timid employee say is the best thing about the company?
4. What would the most joyful employee say is the worst thing about us?
5. Which social cause do your team talk about the most?
6. What causes do your team members fight for in their personal lives?
7. If you were to become a pariah in your place of work, what social cause would you reject?
8. Are you proud of the way people in your company are treated? Which groups have it worst?
9. How do we uphold our responsibilities to those that work for us and with us?
10. What goes on LinkedIn to get people excited about working here?

History

1. Who was your founder and what did they care about?
2. What do the history books forget about the success of our company?
3. Why was your brand created? Was it solving a problem or issue?
4. What was the biggest threat to the world when your brand began?
5. Reject everything your founder taught you. What now?
6. What stain is still on your brand's conscience?
7. Why have we been successful in the past? How does this foundation enable our Purpose going forward?
8. How would you like to be remembered?
9. Have we ever pivoted? What links our business before and after?
10. Will our legacy be determined by our next 10 years or our next 100 years?

Business

1. What's the single most valuable thing we do for the world?
2. What home truth would our rivals give us?
3. If our brand didn't have to answer to shareholders, what would it do?
4. Who are our most impactful partners? Why?
5. What's our superpower? What do we do better than anyone else?
6. Who benefits from our success?
7. When trade-offs arise, how are they balanced and reconciled?
8. How willing are we to change our philosophy and economic model to reflect what we want for the world?
9. How does our growth strategy enrich and strengthen our culture and values?
10. What would the world miss if we didn't exist anymore?

Consumers & Customers

1. Which other organisations are helping our audience grow and thrive?
2. What forces in the world are working against our audience's needs?
3. If we wanted to make our audience angry, what would we tell them?
4. Which three positive words would our consumers use to describe us?
5. Which three negative words would they use to describe us?
6. What's the difference between the people that buy us and the people that don't?
7. Would people care if we disappeared? What would they miss?
8. What kind of public engagement enables us to project our Purpose authentically?
9. Do we have a core tribe of loyal consumers or have we got something for everyone?
10. What's the thing that links everyone that buys from us?

Brand

1. What's the first thing that springs to mind when people think about us?
2. If our brand was a historical figure, who would it be?
3. What is our brand's most controversial opinion?
4. How would we write our brand's Tinder profile?
5. What's the best piece of marketing our brand has ever done and why?
6. What does our corporate affairs team have nightmares about becoming a big story?
7. If we could partner with any other brand in the world who would it be?
8. If we could work with one NGO or charity in the world who would it be?
9. Which Purpose based campaign makes us see the with jealousy?
10. What's the tagline we should use on our walls?

Society

1. Which group of people does our brand positively impact the most?
2. Why are we good for people?
3. Why are we bad for people?
4. Which social cause do we care about the most about?
5. Which issues have we stood up for?
6. How is the world changing and how does that impact what we provide?
7. What's our one year, five year and ten year goals?
8. How would our products and services rank in terms of social and environmental impact, compared with a ranking on profitability?
9. What products and markets do we know should really be exited?
10. How would we win a Nobel prize?

Planet

1. How does the planet suffer because of our business?
2. What are some of the biggest externalities that have been mitigated in the past?
3. What's the footprint of our best selling product or service?
4. Where have we taken the lead on the environment?
5. Where can we work with peers and other partners to diminish any negative societal impact caused by our sector?
6. What decisions have we been putting off?
7. Are our supply-chain partners aligned to our ideals?
8. What are our one year, five year and ten year goals?
9. What data and evidence show the total social and environmental impact of our actions?
10. How can we save the world?