



## Best Practice in Marketing Top Management Focus Group «Purpose driven Marketing & Brand Management»

*“He who has a why to live for can bear almost any how.”  
Friedrich Nietzsche*

BlackRock CEO Larry Fink states in an [interview](#) that within five years the value of a company will be measured based on its impact on society, government, and the environment. Yet, the question remains whether companies only pay lip service or if the unifying theme of a purpose statement is actually valuable.

The expectations are clear: If a company is based upon a purpose and activates it across all aspects of its business, powerful things can happen: Team members develop a shared sense of responsibility and exert in discretionary effort to delight customers. Trust and commitment increase. Innovating becomes easier because everyone believes in the company and its direction. Stakeholders see the company as special, different and better than its rivals. That is why purpose driven companies tend to outperform and grow faster than competitors ([Forbes/PwC](#)). They also tend to attract the best talent. Hence, the purpose of a company has a major impact on Brand Management as well as HR processes, Business Development, Corporate Communications as well as Marketing efforts: But can a purpose really make a difference?

Purpose is the highest expression of why an enterprise exists and how it makes the world better. It is «why we are here», not just «what we do». There are many challenges when activating a purpose. The primary role of purpose is to guide and inspire an organization to achieve great things – but how can such a development be orchestrated and implemented into the overall strategy? And how can it play a vital role for business development, content marketing and integrated marketing communications?

### Your Benefits as a Participant

- Enjoy one consecutive two day workshop in attractive location in Germany (excl. board and lodging) with experienced moderators and guest speakers,
- Exchange experiences with managers from a vast array of industries,
- Suggest preferences regarding guest speakers and content,
- Work on solutions for your own current challenges in the related topic of this workshop series by reflecting and discussing ideas with other managers.

### Participation and Additional Information

- Board Level (Marketing, HR, Business Development, Corporate Communications)
- Date: 8-9 October 2019 ([Schloss Marbach](#), Öhningen)
- Language: English
- For additional information on this management focus group, please do not hesitate to contact Katja Söllner ([katja.soellner@unisg.ch](mailto:katja.soellner@unisg.ch); +41(0)71 224 28 73).
- If you are interested in participating in this management focus group, please contact the coordinator within your company.



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