

ALIGND

ON PURPOSE

the alignd business.

Introducing **The Alignd Business**, a new 12-week, step-by-step program for founders and small business leaders interested in knowing their purpose and using it to create meaningful impact. First, we will get laser focused on your purpose. Then, we will follow a series of steps to use your purpose to build compelling stories, find like-minded customers and identify changes that align with your purpose. My goal is for you to finish this program with useful tools to grow your business *on purpose*.

Meeting One: The Value of Brand Purpose

Using the Five Characteristics of Brand Purpose, we will assess your current brand purpose. Then, we will discuss your vision, goals and current messaging. *Deliverable: Refined Statement of Purpose*

Meeting Two: A Business Case

Next, we will build the case for your purpose. This is an important step in building and garnering trust with stakeholders. *Deliverable: Business Case for Your Brand's Purpose*

Meeting Three: Telling a Succinct Story

The key to brand purpose is to tell the same story. During this meeting, we will audit your materials and build a roadmap for consistency. *Deliverables: Branding Roadmap & Content Strategy*

Meeting Four: Building a Tribe

Together, we will explore ways to connect with and garner support from those who believe what you believe. The goal will be to craft an action plan for building your presence in the right places. *Deliverables: Audience Profile & Connection Strategy*

Meeting Five: Designing Impact

Let's commit to action. In this meeting, we will lay out specific and intentional plans for meaningful impact. We will explore options for using your business for good. *Deliverable: Impact Goal Sheet*

Meeting Six: Keep Going

During the final meeting, we will outline how the business can stay aligned around its purpose. We will discuss the Principles of Accountability and using your purpose to guide decision-making.

Final Outcome: Brand Purpose Platform

- Refined Statement of Purpose
- Business Case for Brand Purpose
- Branding Roadmap
- Content Strategy
- Audience Profile
- Audience Connection Strategy
- Impact Goals
- Accountability Expectations

total investment (if booked by October 31): \$2,700

Sign up by emailing karen@aligndonpurpose.com