

Building Brighter Brands

Leveraging the power of culture, storytelling, and leadership for deeper trust, greater engagement, and more meaningful impact.



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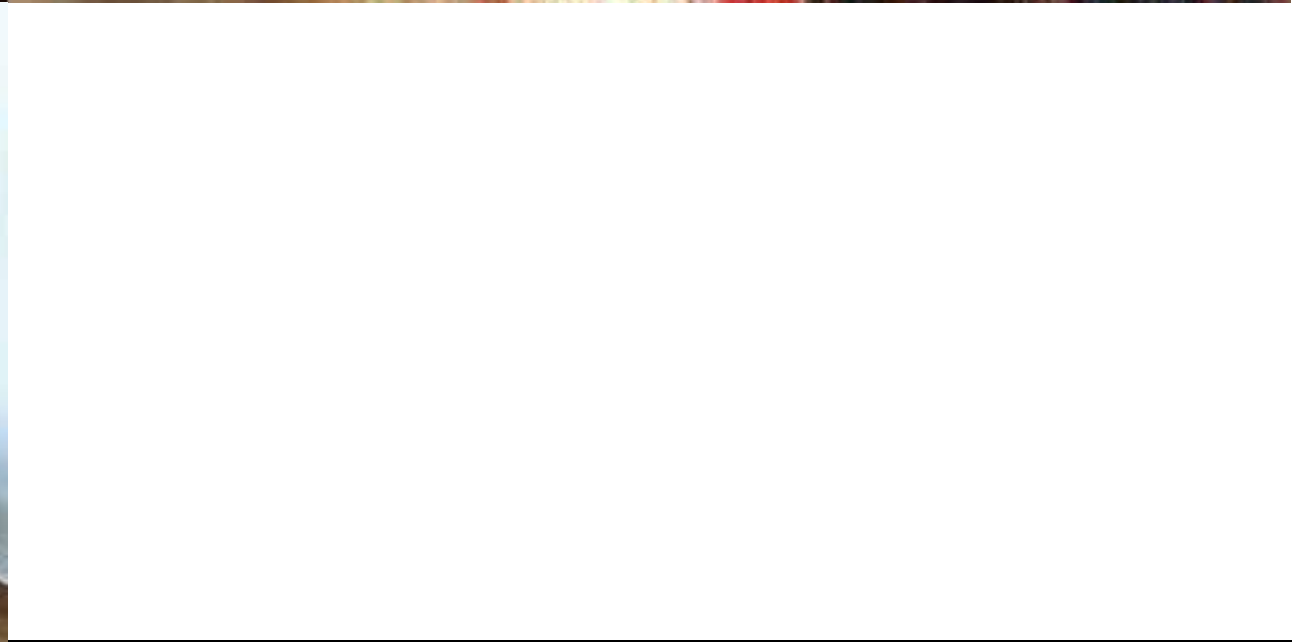
(Alternate Title)

Corporate Responsibility

What. a. drag.











I don't need any more responsibilities, thanks.



WHO NEEDS MORE RESPONSIBILITIES?

BREAKING NEWS

NO ONE CARES ABOUT YOUR RESPONSIBILITIES

RESPONSIBILITIES ACTUALLY SUCK, AND ARE BORING

LIVE

BSNN

9:00 PM ET

B.C0360°

*Responsibilities are the things that keep us from doing
the things we **actually want to be doing.***

*Audiences don't want to hear about the things that we're obligated to care about. They want to know **what we actually care about.***

WHO WANTS MORE OPPORTUNITIES?

*CSR, social impact, brand purpose,
corporate citizenship, conscious capitalism,
doing well by doing good,
blah, blah, blah*

= ~~**RESPONSIBILITY**~~

*CSR, social impact, brand purpose,
corporate citizenship, conscious capitalism,
doing well by doing good,
blah, blah, blah*

= **OPPORTUNITY**

WHY DOES OUR MINDSET MATTER?

Worldview
Brand voice
Evolving expectations

Mindset and worldview

The Responsibility Mindset

Business is inherently bad/evil

Focus on self-enrichment and giving back

Purpose as penance

Identifiers:

CSR/purpose is silo'd and bolt-on

We're fortunate therefore we give back

Linear value chains (take, make, waste)

The Opportunity Mindset

Business is a powerful force

Focus on creating value for ALL stakeholders

Purpose as strategy

Identifiers:

Strategic alignment

We pursue our aspirational vision

Circular value chains

Mindset and brand voice

The Responsibility Mindset

Defensive

Apologetic

Reactive

Head down

Spin and slant

Dodge and deflect

The Opportunity Mindset

Confident

Proud

Proactive

Strategic

Reasonable and rational

Honest engagement

Evolving audience expectations

The Old Model

Brands should behave ethically

Brands provide a product or service

Brand building is the work of marketing, advertising, PR

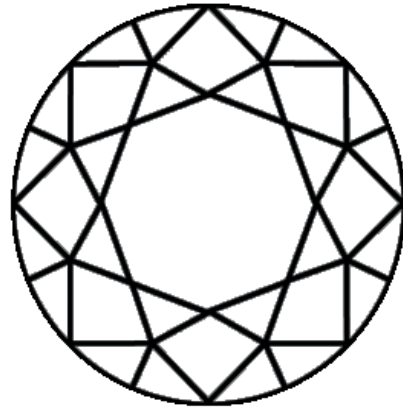
Today's Reality

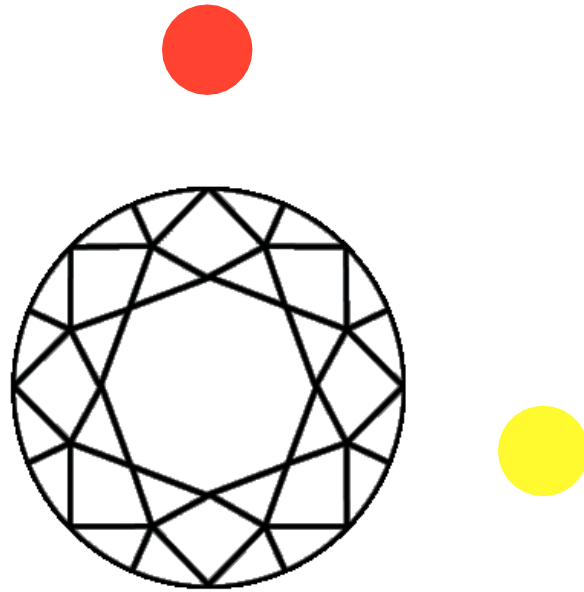
Brands should inspire

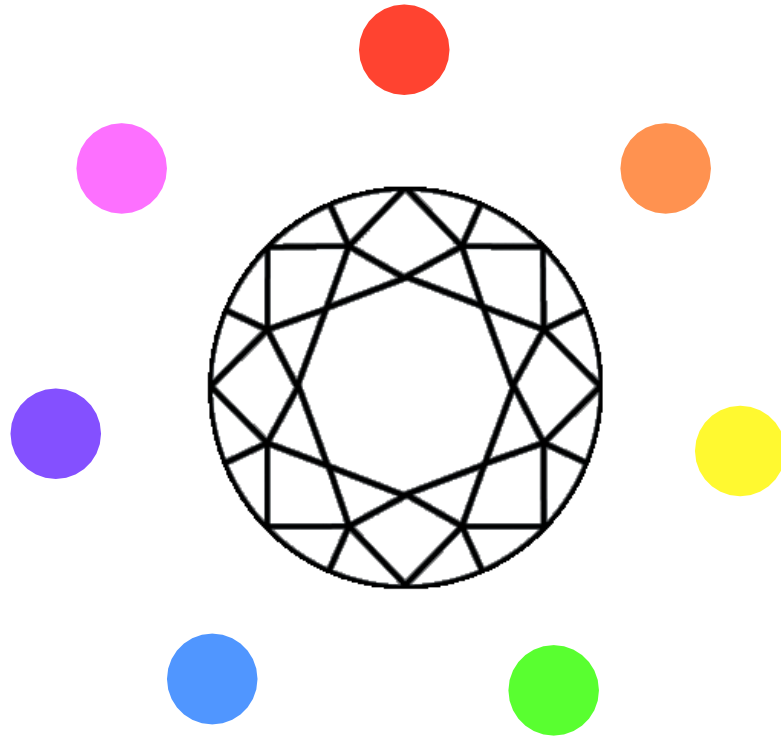
Brands reflect who I am as a person

More channels, touchpoints, and access than ever before

The **brightest brands** embrace this reality with an opportunity mindset, and seek to shine from all angles.

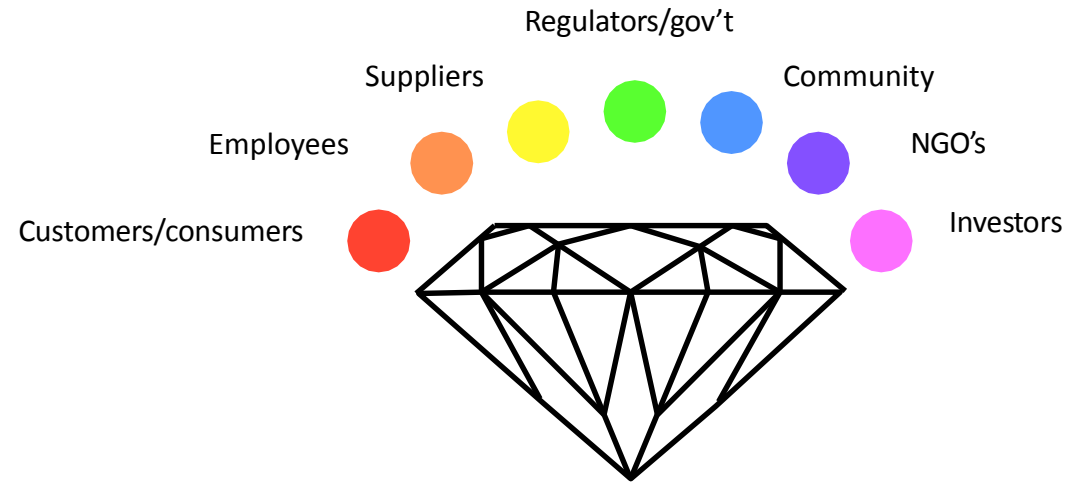






The **brightest brands** have recognized that each touchpoint represents an opportunity.

- Deeper trust, greater engagement, more meaningful impact
- Innovate, improve lives, do more with less
- To create value for ALL stakeholders



HOW DO THEY DO IT?

Culture, storytelling, leadership

BRIGHT CULTURE

Brands with bright culture know who they are, what they stand for, and create space for those who share their values to join them in pursuit of a common vision.

They communicate confidently and have a clear *brand standpoint*.

We believe...

Bright culture

Southwest

Zappos
Zappos.com

intuit

BASIC

The world is...

BRIGHT STORYTELLING

Bright storytellers view things through a particular lens, and paint a clear picture of the world in a way that inspires and empowers others to take part.

Their *brand worldview* is vital and compelling.

Bright storytelling

Qualcomm



BRIGHT LEADERSHIP

Bright leaders know the work of leadership is never finished. They take bold action before customers, competitors, or regulators compel them.

They lead through their actions, raising the bar, and inspiring others to follow.

We will...

Bright leadership



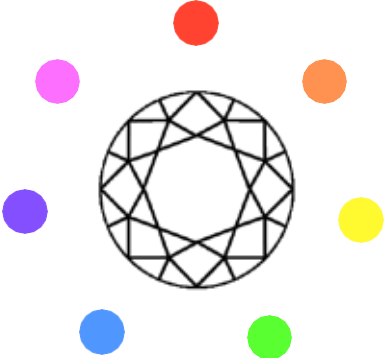
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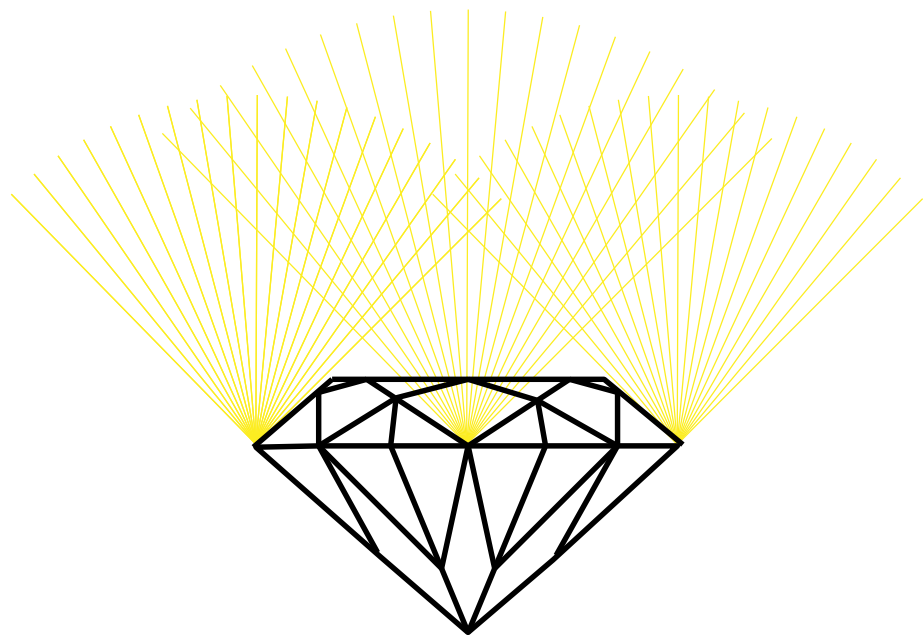
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BEAUTYCOUNTER®

3 THINGS TO REMEMBER

OPPORTUNITY



*We believe...
The world is...
We will...*



*Thank **you.***

Contact:
Tyler J. Wagner Founder,
Chief Strategist
BRIGHTN.CO

c: 619.750.4747 |t: @ty_wags
[linkedin.com/in/wagnertyler/](https://www.linkedin.com/in/wagnertyler/)