



# PURPOSE IN PRACTICE

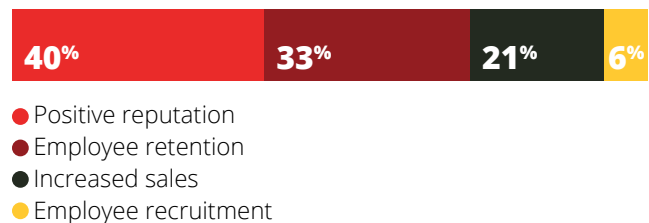
## How Marketers Define, Communicate and Measure Organizational Purpose

Arketi Group asked marketing executives to describe what purpose looks like inside their organizations and the benefits that arise when incorporated into a communications strategy. The results reveal several advantages and outcomes related to culture, communication and bottom-line success.

### PRINCIPLE PAYS OFF

Unanimously, respondents believe there is a link between purpose activation and the financial success of an organization (**100%**) with the **biggest benefit** being a positive reputation (**40%**) and employee retention (**33%**) as the second highest benefit.

### WHAT DO YOU THINK IS THE BIGGEST BUSINESS BENEFIT OF BEING A PURPOSE-DRIVEN ORGANIZATION?



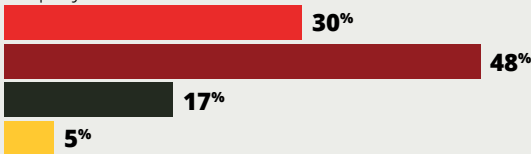
## COME TOGETHER

An organization's purpose must ring true with all audiences (internal and external) to make an impact. The following breakdown shows the marketer's perspective on how well organizational purpose resonates with each key audience.

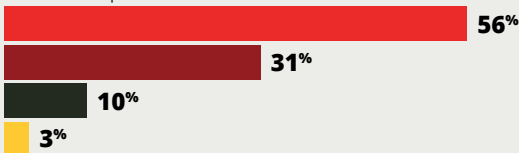
### HOW WELL DOES YOUR ORGANIZATION'S PURPOSE RESONATE WITH:

● Very Well ● Well ● Fair ● Poor ● Don't Know

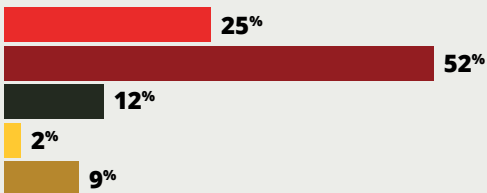
Employees



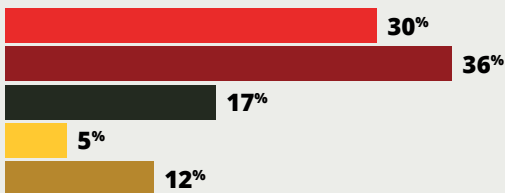
Leadership



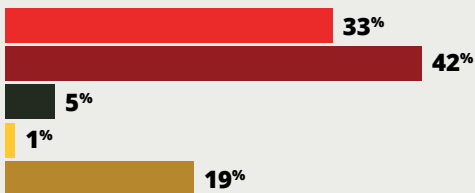
Customers



Partners



Shareholders



## THE BUSINESS OF PURPOSE

94% of respondents say their organization has a defined purpose, but only 49% of those respondents had a seat at the table during development.

### DOES YOUR ORGANIZATION HAVE A DEFINED PURPOSE?

94%

Yes

6%

No

### WERE YOU INVOLVED IN DEVELOPMENT OF THE PURPOSE?

49%

Yes

51%

No

## CAUSE AND EFFECT

The majority of organizations (58%) measure the effectiveness of their purpose among employees. The **top three** measurement mechanisms include:



78% Employee surveys



73% Content engagement

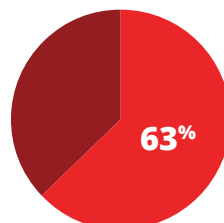


19% Focus groups

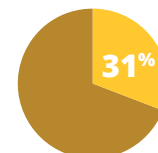
## A YEAR OF REFLECTION AND ACTION

49% of respondents said 2020 impacted their organization's approach to purpose, leading to an increase in engagement with employees and reexamining its focus.

### HOW DID THE EVENTS OF 2020 (I.E., GLOBAL PANDEMIC, POLITICAL AND SOCIAL UNREST) IMPACT YOUR ORGANIZATION'S APPROACH TO PURPOSE?



Had more conversation about purpose



Redefined purpose to address social and political challenges **and/or** to make it more people-centric

## PURPOSE UNDER PRESSURE

84% of respondents believe it's important to include purpose activation in the company's communication strategy, but there are challenges associated with that. The majority of respondents find it difficult to communicate purpose in a way that resonates with all employees.

### OF THE FOLLOWING, WHICH IS THE BIGGEST CHALLENGE YOU FACE WHEN IT COMES TO PURPOSE ACTIVATION?



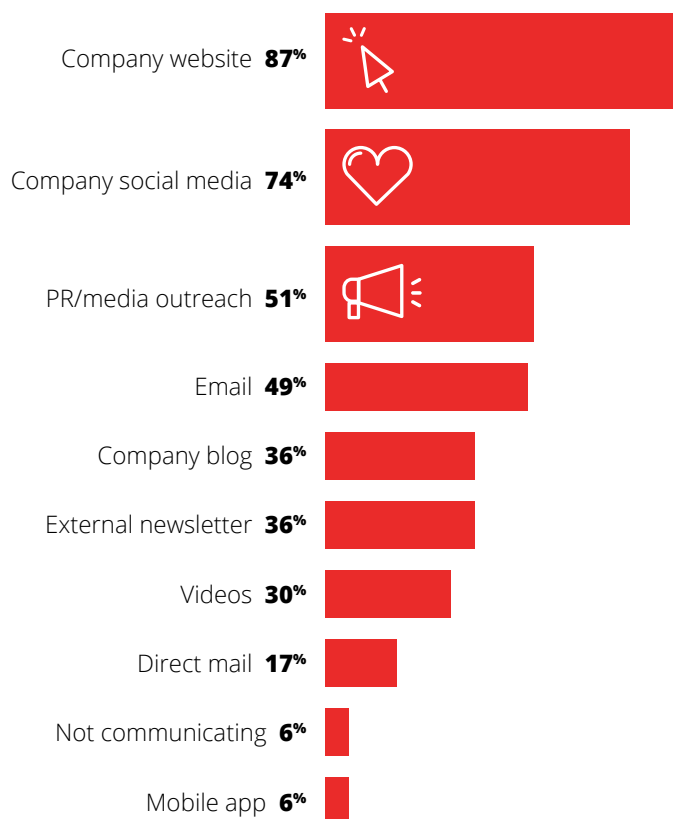
## TALKING THE TALK

Whether communicating purpose among employees or external stakeholders, the company website is the **top channel** used, but respondents believed it isn't just one source making the connection. Below are the most popular channels used.

### INTERNAL



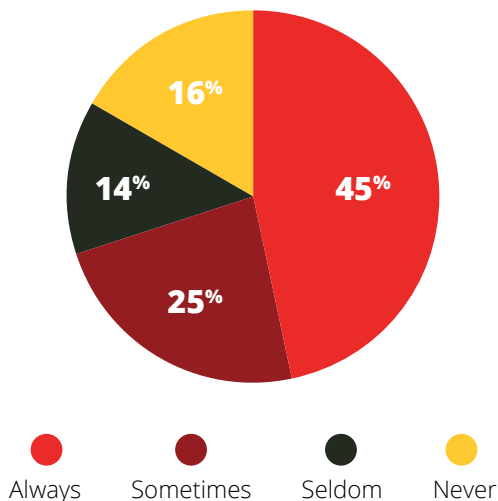
### EXTERNAL



## ESG TBD?

**45%** of respondents report Environmental, Social & Governance is starting to come up more in conversation; however, **63%** either don't have or don't know if the company has an ESG strategy. Yet, **50%** of respondents have been asked to promote the company's ESG vision, strategy and/or performance.

### IN THE LAST YEAR, HOW OFTEN HAVE YOU DISCUSSED THE COMPANY'S ESG VISION OR STRATEGY?



## ABOUT THIS REPORT

*Purpose in Practice: How Marketers Define, Communicate and Measure Organizational Purpose* is based on an online survey fielded in September 2021. Respondents to the survey included more than 80 marketing professionals with significant or final decision-making authority inside of their organizations.

For more information about this report and how Arketi puts purpose into practice for its clients, email [mneumeier@arketi.com](mailto:mneumeier@arketi.com).

Arketi Group is a digital marketing and public relations firm that helps business-to-business technology organizations accelerate growth through intelligent strategy, public relations, messaging, branding and demand generation. Consistently recognized by Chief Marketer magazine as one of the nation's "B2B Top Shops" and a "Chief Marketer 200" firm, Arketi helps its clients use marketing to generate revenue. Companies benefiting from this approach to B2B marketing include Arrow, Cox, CHEP, DFIN, FLEETCOR, Fiserv, Iron Mountain, Logility and NCR.

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