



The Story of Purpose: The Path to Creating a Brighter Brand, a Greater Company, and a Lasting Legacy

Joey Reiman

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A proven methodology for building a purpose-powered organization

Some ideas are bigger than others, and the Master Idea—your company's purpose—is the biggest. Whether addressing communication between leadership and associates, suppliers to manufacturers, sales force to customers, or brand to consumers, *The Story of Purpose* details a proven methodology for businesses, small to large, how to build a purpose-inspired organization to positively impact employees, customers, and the bottom line. It reveals the process for uncovering what makes a company distinctive and guides you to discover the fundamental force behind the organization that no competitor can replicate or replace.

- *The Story of Purpose* incorporates stories of purpose from Procter & Gamble, McDonald's, Newell Rubbermaid and many more purpose-driven companies. These stories come to life in a comprehensive book that promises to guide, inspire, and transform your organization
- Offers a blueprint for creating powerful internal and external messages for current and future customers, employees, and shareholders

The Story of Purpose will leave you asking yourself "what gets me up in the morning?" instead of "what keeps me up at night?"



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