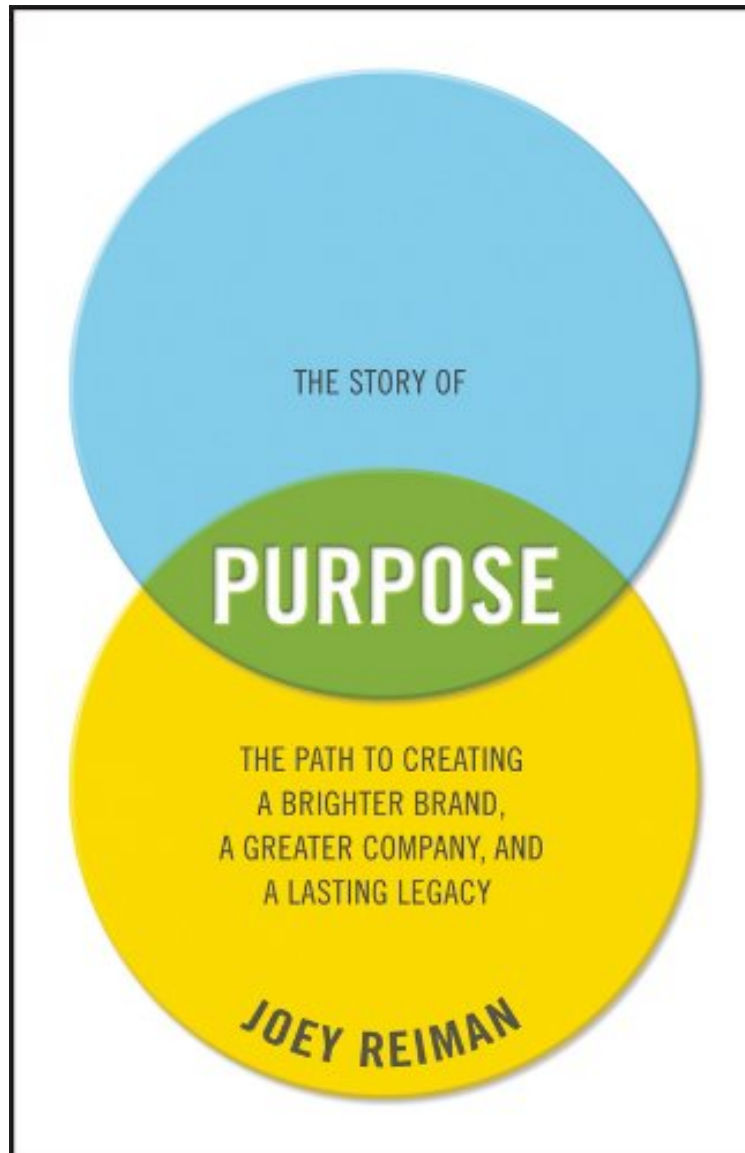


(Mobile ebook) The Story of Purpose: The Path to Creating a Brighter Brand, a Greater Company, and a Lasting Legacy

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 Ideamdash;your company's purposemdash;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?"

From the Inside FlapSome ideas are bigger than others, and the Master Ideamdash;your company's purposemdash;is the biggest. When Nike said, Just Do It, the company put a voice to the belief that human beings have no limits. When Disney asked people to wish upon a star, they instantly established the powerful idea that life is magical. The Story of Purpose details a proven approach to engage and align leadership and associates, suppliers and manufacturers, a sales force and customers, and brands and consumers through a higher purpose.The Story of Purpose offers a blueprint for creating timeless messaging and powerful actions for both internal and external stakeholders. Learn how to uncover what makes your company distinctive and discover the fundamental force behind your organization that no competitor can replicate or replace. Through stories of purpose and best practices from Procter Gamble, McDonald's, Newell Rubbermaid, American Standard, and many more purpose-driven companies, this book promises to help you guide, inspire, and transform your organization. You'll learn how to:Discover, articulate, and activate your Master IdeaMove from a brand to a stand, and turn purpose into practiceLead with purpose and become the moral center of your companyDefine your organization's culture around your shared beliefsBuild a family of employees first and a company secondYour organization's Master Idea or purpose has the power to propel your company to its fullest potential. It offers the opportunity to ignite you and your employees' spirits, liberate your creativity, unleash your compassion for others, while driving dramatic business results. Instead of focusing on what keeps you up at night, The Story of Purpose will leave you asking yourself "what gets me up in the morning?"From the Back Cover"Reiman has written the rare business book that is well-crafted and emotionally compelling -- and actually useful!"mdash;Robert I. Sutton, Stanford Professor and author of the New York Times bestsellers The No Asshole Rule and Good Boss, Bad Boss ldquo;Joey Reiman, a purpose driven leader in his own right, has created an inspirational roadmap for leaders who want to thrive in today's 24/7, fully transparent, and immediately accountable business world.rdquo;mdash;Sandy Douglas, President, Coca-Cola North Americaldquo;Personally, I believe living a life of purpose is meaningful and rewarding. This extends to business practices as well, as Joey has demonstrated in The Story of Purpose. Companies that engage their employees in a meaningful purpose can achieve higher levels of inspiration and engagement.rdquo;mdash;Bob McDonald, CEO, Procter Gambledquo;The Story of Purpose is one of the most insightful and thought-provoking books on branding since the beginning of the new millennium! Joey Reiman, in a compelling way, articulates why companies must make their brands purpose driven and make them meaningful to society and its stakeholders.nbsp; This book is destined to make an everlasting impact on the practice of marketing.rdquo;mdash;Jagdish N. Sheth, Charles H. Kellstadt, Professor of Marketing, Emory Universityldquo;The Master Idea is a powerful concept that has inspired leaders at McDonaldsquo;s to re-commit both to doing good and being good ndash; not one or the other ndash; in all that we do.rdquo;mdash;Neil Golden, Chief Marketing Officer, McDonaldsquo;s USAldquo;Over the past decade with the help of Joeysquo;s consultancy, Brighthouse, we have brought ldquo;purposerdquo; to more than 10 brands or businesses: Pepperidge Farm, Goldfish, Graco, Levolor, Calphalon, Rubbermaid and now American Standard.nbsp; Simply put, TRANSFORMATIONAL. Purpose creates value for everyone that touches the business by focusing energy around a big idea that can literally change the world.nbsp; My encouragement: learn from Joey Reiman because hersquo;s helped more different businesses adopt purpose than anyone alive today.rdquo;mdash;Jay Gould, CEO, American StandardAbout the AuthorJOEY REIMAN is founder and CEO of the global consultancy, BrightHouse, a company whose mission is to bring purpose to the world of business. Reiman has emerged as the leading expert in the area of purpose-inspired leadership, marketing,

and innovation. His breakthrough purpose methodology and frameworks have been adopted by top firms, including Procter Gamble, The Coca-Cola Company, McDonald's, Nestleacute;, MetLife, SunTrust, Michelin, and many other Fortune 500 companies. Fast Company named him one of the 100 people who will change the way the world thinks. Reiman is married to women's activist Cynthia Good. They have two sons, Alden and Julien, and reside in Atlanta, Georgia.