

— Free —
eBOOK

WHY BUSINESSES NEED TO DISCOVER THEIR DNA,
AND HOW TO GO ABOUT IT.



Welcome

“People don’t buy what you do; they buy why you do it.
And what you do simply proves what you believe.”

- Simon Sinek

Welcome: Why, hello there

At HGB we believe in creating meaningful experiences. This is what drives us out of bed every day. This is our purpose.

We're on a mission to help more businesses and business leaders discover their own core purpose, and bring it to life through their marketing, culture and environment.

Why? Because we've learnt that for your business to be successful, first it must mean something - to you, your staff, your stakeholders and your customers.

When you mean something to people, you can inspire people. When people are inspired by you, they will remember you, like you, and choose to do business with you.

For most businesses, the starting point for a marketing and communication strategy is the product or service they are trying to sell. But here's the thing - people aren't inspired by products and services. A product or service is quickly forgotten.

Successful businesses believe in something bigger and can effectively market and communicate this. By doing so, they attract and inspire people who believe what they believe.

At HGB we take clients on a journey to discover, define and protect their DNA. We want to unearth their core purpose and their values, and create marketing strategies that resonate with this DNA.

In this e-book we show you our approach. We encourage you to use this resource to help discover the purpose and values of your business. Your DNA is a powerful tool. Use it to set you apart in the market, inspire your staff, and provide clarity for growth.

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Getting started: Insight interviews

“What drives you out of bed every day?”

- HGB

Getting started: Insight interviews

LET'S DIG DEEP

At HGB, the journey to discovering the core purpose and values of any business, kicks off with **insight interviews.**

Insight interviews are a really useful tool for discovering the shared values, drivers, experiences and beliefs of the leaders of a company. Insight interviews are simple, fun, and thought-provoking.

Who to interview

There are no strict rules around who to interview but here are some ideas to get you started:

- The company's founder
- Current director / chief executive officer
- Long-standing board members
- Other leaders who have an influence on the business strategy or direction
- Key frontline staff members – choose someone who epitomises the company culture

How many people you interview is up to you. We find a minimum of three and a maximum of six ensures you have a rich collection of responses, without being inundated with information.

How to interview

As the interviewer your job is to make the respondent feel as relaxed as possible. Interviews should be held one-on-one, in a comfortable, private space. There are no right or wrong responses – it's about listening and asking open-ended questions to encourage full and honest answers.

Getting started: continued

What to ask

The purpose of the interviews is to uncover shared values, drivers, experiences and beliefs, so you should choose your questions with this in mind. Here are some sample questions to get you started.

- What drives you out of bed every day?
- How would your closest friends describe you?
- What is the current culture of your workplace?

What to do with the answers

This is where the magic happens! Next, you'll analyse the responses to find common threads around a shared purpose (why people do what they do) and shared values (the set of rules people live and work by). You might also recognise a common language or phrases emerging across the responses – take note of this, it's all going to help you in the next step.

Core purpose

“HGB believes a life with meaning is a life well lived. Our appetite for creating meaningful experiences is what drives us out of bed every day. This is our purpose.”

- HGB

Core purpose: Why do you do what you do?

Your core purpose is the reason your business exists – beyond making money. It's what drives you out of bed every day, and the reason your staff choose to work with you. It's about what you believe.

Your business strategies may change or evolve but your core purpose remains fixed from year to year.

Everything you do, from the products you offer to the culture you foster, should be living proof of your core purpose.

Your core purpose will inspire and unite your people. Everyone wants to know the work they do serves a greater purpose.

Your core purpose should:

- Be authentic – it really has to mean something to your business
 - Be inspiring to your staff
 - Have longevity – will it last one year? 10 years? How about 50 years?
 - Provide clarity for growth – what could you be doing that you aren't?
 - Provide clarity for simplifying your product or service offering. What are you doing that you shouldn't be?
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Your turn!

Looking through your interviewees' responses, can you see a common purpose emerging? Try filling in this sentence.

At _____ we believe in _____

Examples:

3M: Solve unsolved problems innovatively

HP: Make technical contributions for the advancement and welfare of humanity

Johnson & Johnson: Caring for the world, one person at a time

Nike: Experience the emotion of competition, winning and crushing competitors

Sony: Experience the joy of advancing and applying technology for the benefit of the public

Walmart: Give ordinary folk the chance to buy the same things as rich people

Walt Disney: Make people happy

Client Example: Urban Homes



Values

“It’s not hard to make decisions when you know what
your values are.”

- Roy Disney

Values: Your values are a commitment between you and your staff, and a promise to your customers.

Now you have defined your core purpose, you'll need to develop your blueprint for living your purpose. Your values are the pillars of your blueprint. They provide a foundation for your strategy, goals, and success.

Your values are a two-way commitment between you and your staff. Clear, engaging values help staff to know what is expected from them, and what they can expect from you as an employer. Knowing your values will help staff make the right decisions, bring the right attitudes to work, and show the right behaviours.

Your values are also your promise to customers. People will look for an alignment between your values and their own, and they'll judge their experience with you based on how well you've fulfilled your promise.

Authenticity is key

At HGB we challenge our clients to go further than the traditional company values such as honesty, integrity, trust. These values aren't memorable, engaging or inspiring. These are simply qualities we expect from everyone we do business with!

To be meaningful, your values need to be authentic to your business. They should connect with your core purpose, and they should be demonstrated through everything you say and do.

Your turn!

Looking back through the responses from your interviews, can you identify common values that your interviewees use to guide their behaviour and decisions?

Values are things we do, so we recommend writing these as verbs.

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____

Client Example: Regal Haulage



Proof

“The proof of the pudding is in the eating – and there’s nothing we love more than eating pudding.”

- HGB

Proof: The evidence of your core purpose and values

Your core purpose is what you believe or why you exist; your values are the actions you take to live your purpose; therefore, the final piece of the puzzle is the proof you are being authentic.

Your proof is the products or services you offer. What you do may change over time – it's only natural for a business to adapt to the factors influencing it – but it will always be consistent with your core purpose and values.

When your customers and staff see the evidence of your core purpose brought to life through your products and services, they will know you are being authentic. When you are authentic, people will believe you. They will be inspired by you, they will want to work with you and do business with you, and they will tell others about you.

Knowing your core purpose can also help you identify opportunities for developing new offerings, or for letting go of products or services that don't resonate with your beliefs.

Your turn!

Are the pieces in your puzzle fitting together nicely? Try completing this statement....

At _____ we believe in _____

We live by our values: _____ (verb)

_____ (verb)

_____ (verb)

We offer: _____

Client Example: IT Partners



Communicating your DNA

“We are drawn to leaders and organizations that are good at communicating what they believe. Their ability to make us feel like we belong, to make us feel special, safe and not alone is part of what gives them the ability to inspire us.”

- Simon Sinek

Communicating your DNA: Telling your story

One of the most important tools you have as a leader in business is language. The words we choose are so powerful. The right words can attract, inspire, and engage those around you.

With your core purpose and values known, it's now time to tell your story with language that is authentic and meaningful to you and your audiences.

The story should capture why you exist (your core purpose), how you plan to live your purpose (your values), and what you do (your offering).

We know that people think of businesses as a person, not as an object, so it's crucial to construct your narrative in the context of a person-to-person relationship.

Developing key messages in your unique voice

At HGB we take our clients through a fun and interactive workshop to find their unique brand voice, craft key messages, and ultimately tell their story. Why not give this a go yourself? This workshop is most effective if your business already knows its core purpose and values, because this is the story you need to tell.

How to hold the workshop

- Invite your leaders and key decision makers for a one-hour workshop. Tell them the purpose of the workshop and ask them to bring an email-enabled device.
 - Welcome everyone to the workshop and explain how it's going to run. Tell them answers will remain anonymous.
 - Set the stage by reiterating your business' core purpose and values.
 - Ask the group one question at a time – you might want to display the questions on a large screen.
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- Give the group 90 seconds to type their responses and email it to you, with the number of the question in the email subject line, before moving on to the next question.
- At the end, thank everyone for coming and tell them you will share the key messages in the coming weeks for feedback.

What to ask

The questions we ask tend to vary, depending on the client and context, but here are some sample questions to get you started. We recommend asking around 10 questions.

- 1.** How would you describe the perfect scenario at our business?
- 2.** What does 'insert your core purpose' mean to you?
- 3.** What drives you out of bed every day?

Next steps

Next, look through your responses to identify common themes, attitudes, values and language. You should also start to get a sense of your business' voice - this will become your brand voice.

Use these responses to write your key messages. Your key messages should capture:

- Your core purpose - what your company believes, the reason you exist
 - Your values, and an explanation of what these values mean for your customers and staff
 - What you offer, and to whom
 - Where you've come from
 - What kind of relationships you value
 - Where you are going
 - What is unique about your people
 - What your spirit is
 - What sets you apart from your competitors
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Bringing your DNA to life

“Think. Feel. Do.”

- HGB

Bringing your DNA to life: Infusing your DNA through marketing, culture and environment

Wow, what a journey you've taken. It's an inspiring process, designed to help your business operate to its full potential. We take our hats off to you for choosing this path and choosing to believe in something bigger.

While you might be tempted to take a breath, let us remind you the journey has only just begun. It's now time to show that your business really does believe in its core purpose, and that it really does operate by its values. It's now time to infuse your core purpose and values through every part of your business. Here are some key areas to get you started.

Branding

Your brand is your known identity, so if you want to be known for what you believe, your brand needs to connect with your DNA. This includes your company name, logo, and visual identity.



Strategic marketing

Marketing is an investment and, like any investment, it needs to gain returns. Knowing your core purpose provides clarity for your marketing goals, who you need to reach, and how you will measure success.



Recruitment

Make sure your recruitment strategy is attracting like-minded people who share your beliefs and values. These are the people you want working with you! Start by reviewing your job adverts, position descriptions, interview questions, and induction processes to ensure your core purpose and values are front and centre.

Communications

Your communications strategy is crucial for engaging and inspiring your staff and customers, and proving to them that you really do live by your core purpose and values. Regular communications using the right channels and content can achieve this.

Environment

Whether your space is a shop, office, workshop, or eatery, create an environment that radiates your core purpose and values. Your DNA can be diffused creatively through internal theming, signage, artwork and merchandise. Bringing your values to life in the workplace also inspires your staff, by helping them see that the work they do contributes to a greater purpose.



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