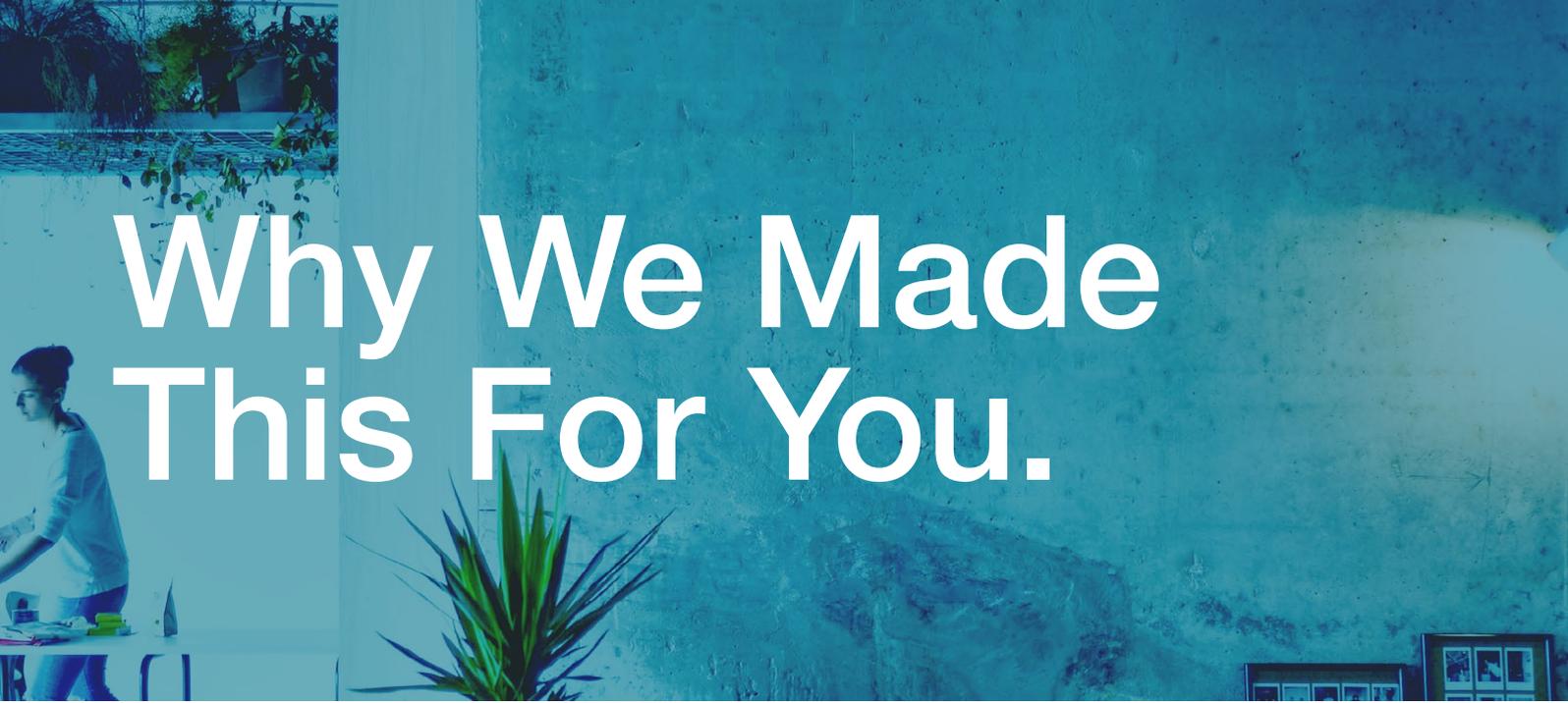


# 5 Purpose Driven Quick Wins for 2022



# Why We Made This For You.

**We want to help you get momentum in 2022 and know that with a handful of quick wins under your belt, you are set to create even greater positive impact.**

Our team has put together our top 5 purpose driven quick wins from the ElectroMagnetic Brand Analysis reports we produced last year. We have added some context for each and created this simple guide for you. They are awesome for purpose driven businesses, and you may well have some of them nailed already!

You will see each quick win headed by a label. That's because there are 5 elements to an ElectroMagnetic Brand, which is one that effortlessly pulls awesome people to it, both new clients and team members alike.

Those 5 elements, which form the labels, are Audience, Culture, Impact, Strategy and Evolution. We have almost represented each element in these top 5 quick wins, but Culture was a team favourite!

You can find out more about our ElectroMagnetic Brand method on our website.

# The Top 5 Purpose Driven Quick Wins

## Audience

Prioritise audiences based on highest lifetime value.

Audience work always comes first! Understanding your different audiences and how they engage with your brand enables you to resonate and your marketing to work. When you define all your different audiences types, and calculate their value, you can then focus your efforts on those with the highest value for the greatest results.

## Culture

Initiate rituals of your culture journey, and celebrate the team.

Your culture is your brand. It is how you show up in the world. Every action, decision and behaviour is driven by your company culture, whether by design or default. When you design your brand's culture code, the way you make it prolific is to ritualise it, and celebrate moments it's lived well. This will differ between brands, so find what works best for you.

## Culture

Set up a regular eNPS (to measure improvements in your culture).

An eNPS is the pulse taking for your culture. NPS is Net Promoter Score, which many businesses implement to measure how their clients feel about the brand. The e in eNPS is Employee, and this is their sentiment for promoting the brand as a place to work. It is easy to set up and will give you lots of insights and ways to improve.

## Impact

Involve the team in the impact goal setting.

A positive impact model gives your audiences a noble reason to love your brand. One of the most important audiences you have is your team. When your team feels invested in the impact you are creating, they will give more. Inviting your team to help shape, or guide the goals for your impact, is a powerful way to get them invested.

## Evolution

Put company culture on all meeting agendas.

Ritualising your culture is the key to making it prolific. A simple, yet powerful way to do this is to put it on the agenda of all your meetings. There are plenty of ways that can be done, for instance at your weekly team meeting you can celebrate a value of the week, recognising when someone has lived it well.

# Attend our Momentum Makers Online Event

Our plan for this event is to get back to love! We want you to feel inspired, connected and supported for 2022. We will share more of our favourite quick wins, so you have plenty of actions to implement for 2022. Plus, our simple method to make every marketing piece you do in 2022 work.

The event is on Thursday 27th January at midday (Brisbane time) and you can register [here](#).

## Go deeper with an ElectroMagnetic Brand Analysis for your business.

In 2021, we rebooted our ElectroMagnetic Brand Analysis product. It's had a major overhaul and provides even more value now. Part of the improved reports are the quick wins and longer plays for each of the 5 ElectroMagnetic Brand elements.

You can find out more about the ElectroMagnetic Brand Analysis product [here](#).



The collage displays various components of the ElectroMagnetic Brand Analysis tool. Key elements include:

- A central dashboard showing a 'Your Overall Score' of 65% and a 'Your Score' of 5.
- A 'Free' badge in the top right corner.
- A section titled 'Your Powers to Becoming an...' with the ElectroMagnetic Brand logo.
- A 'How To Improve Your Score' section with a list of tips.
- A 'Do you frequently receive highly qualified referrals?' survey question.
- A 'Your Overall Score' section with a large '65%' graphic.
- A 'Your Score' section with a large '5' graphic.
- A 'Your Powers to Becoming an...' section with a large 'Free' badge.

Score your brand for free. [Take the test now.](#)



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