

# GET YOUR HEAD OUT OF YOUR BOTTOM LINE AND **LEAD WITH PURPOSE**

**BETHANY ANDELL**

*[bandell@savagebrands.com](mailto:bandell@savagebrands.com)*

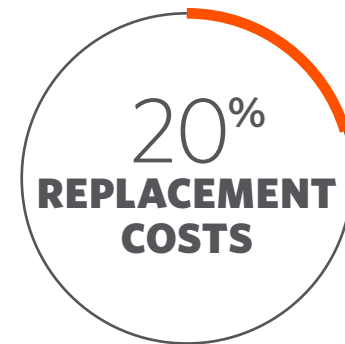
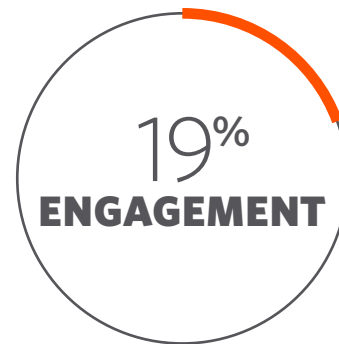
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- ⑤ QUESTIONS
- ④ CHALLENGES
- ③ INNOVATORS
- ② REVELATIONS
- ① SOLUTION

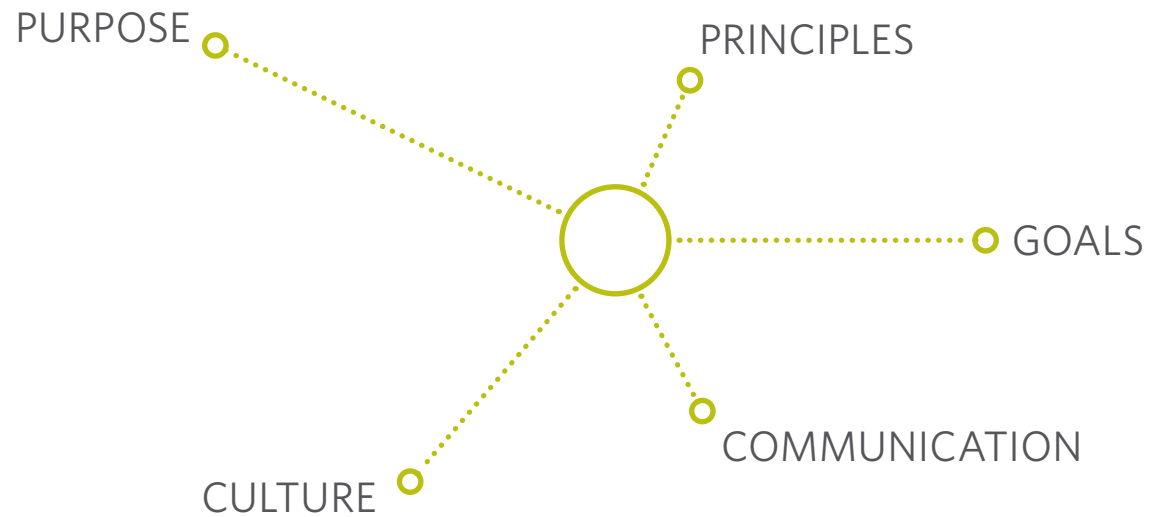
- ⑤ QUESTIONS
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# FIRST CHALLENGE FACING TOUGH NUMBERS



# SECOND CHALLENGE

# LACK OF CONSENSUS



# THIRD CHALLENGE

# NO TRUE DIFFERENTIATION

MISSION / VISION / VALUES / STATEMENTS ARE INDISTINGUISHABLE ▲



# NAME THAT MISSION

Our mission is to create long-term value for our stakeholders by being the safest and most reliable offshore driller. Our customers look for consistent, reliable operations with minimal non-productive time.

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To be recognized by our customers as the most efficient and capable provider of demanding contract drilling services.

We are a leading offshore deepwater drilling company. Our aim is to unlock oil and gas for the benefit of our customers and their customers. For all of us it's all about safe operations.

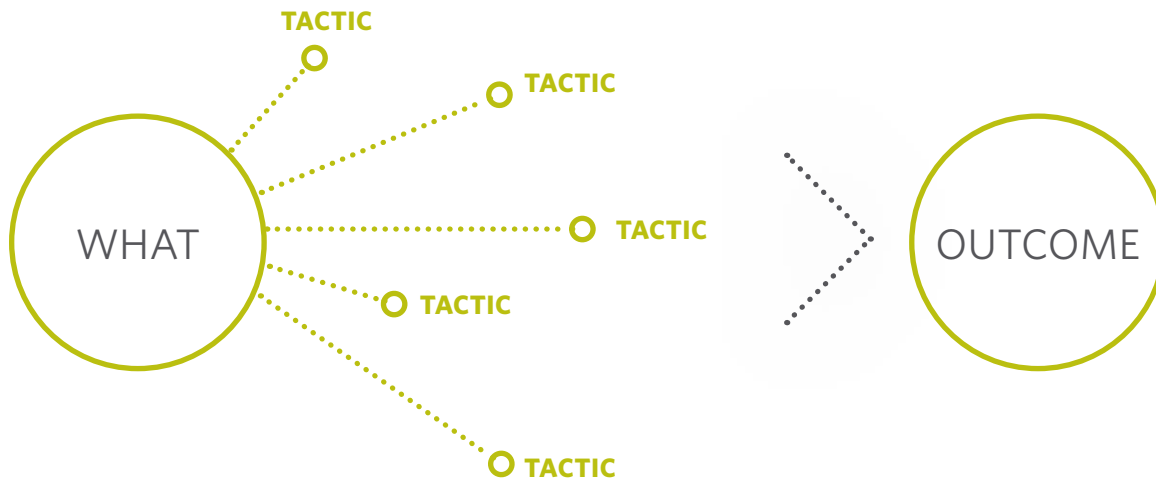
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Leaders in offshore drilling, providing contract drilling services to the energy industry around the globe.



# FOURTH CHALLENGE

## TACTICS DON'T DRIVE OUTCOMES





- 5 QUESTIONS
- 4 CHALLENGES
- ③ INNOVATORS
- 2 REVELATIONS
- 1 SOLUTION

FIRST INNOVATOR

SIMON SINEK Author of *Start With Why*

WHAT

HOW

WHY

**THE GOLDEN CIRCLE**

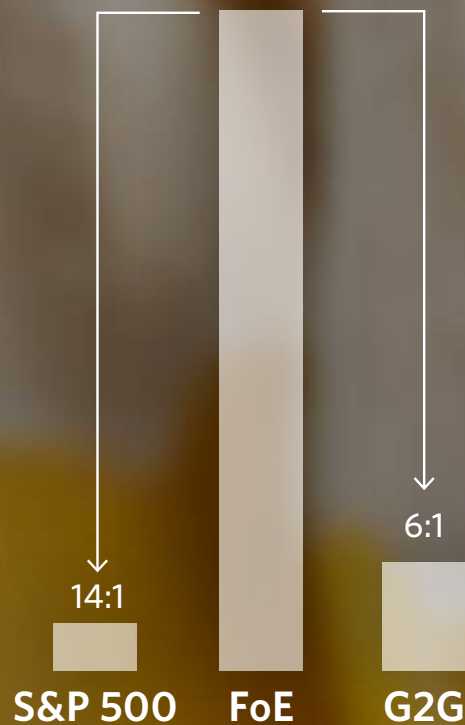
"If you want to achieve anything of real significance, you should accept the fact that not everyone will like you."

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# SECOND INNOVATOR

**RAJ SISODIA** Author of *Firms of Endearment*



“Today’s greatest companies have created radically new rules.”

Savage Brands



THIRD INNOVATOR

JOHN MACKEY Co-author of *Conscious Capitalism*



“Conscious Capitalism leverages the interdependence”

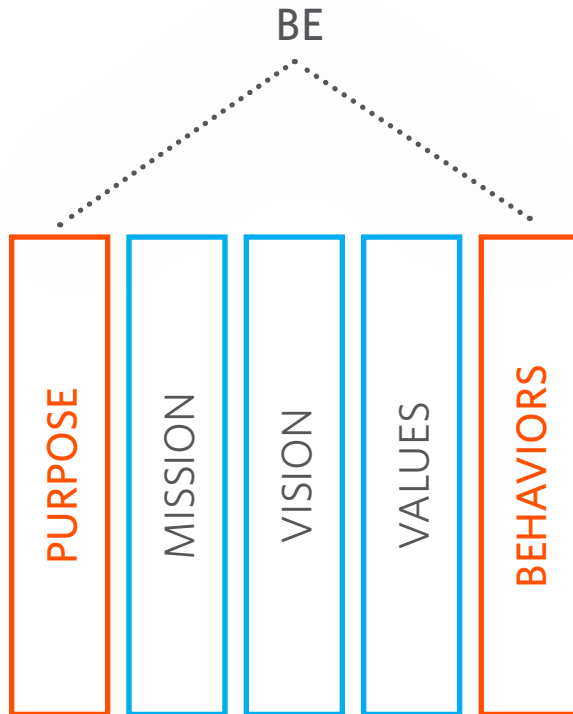
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- ⑤ QUESTIONS
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# FIRST REVELATION

## THE MISSING BOOKENDS

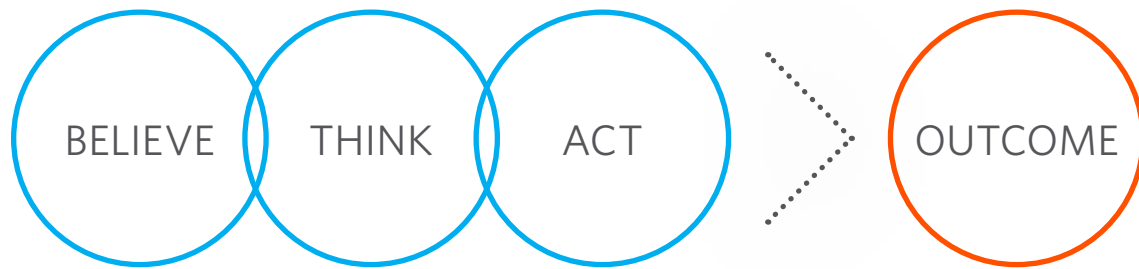


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# SECOND REVELATION

## BELIEFS DRIVE OUTCOMES

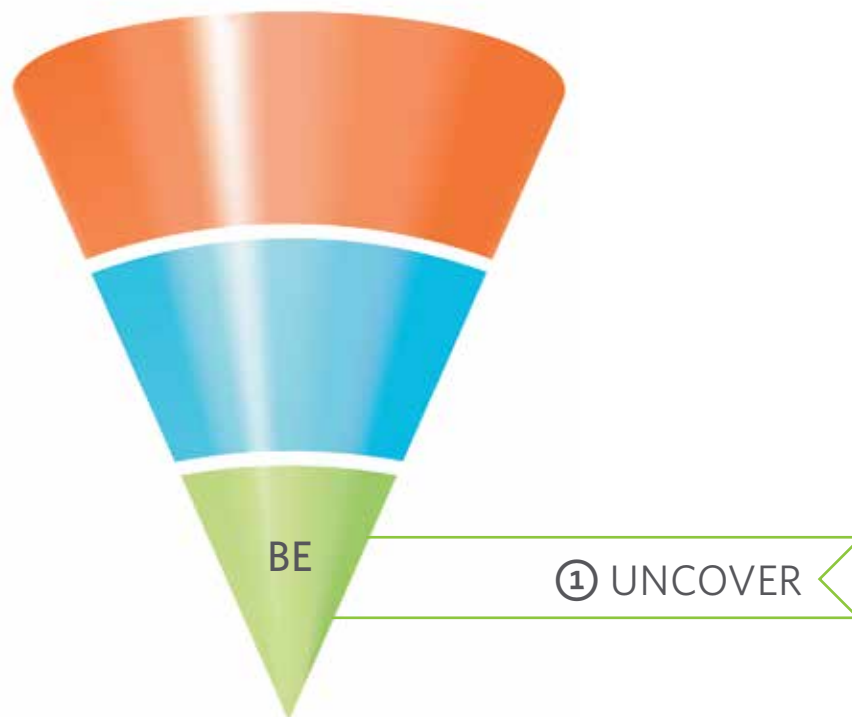


- ⑤ QUESTIONS
- ④ CHALLENGES
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- ① SOLUTION



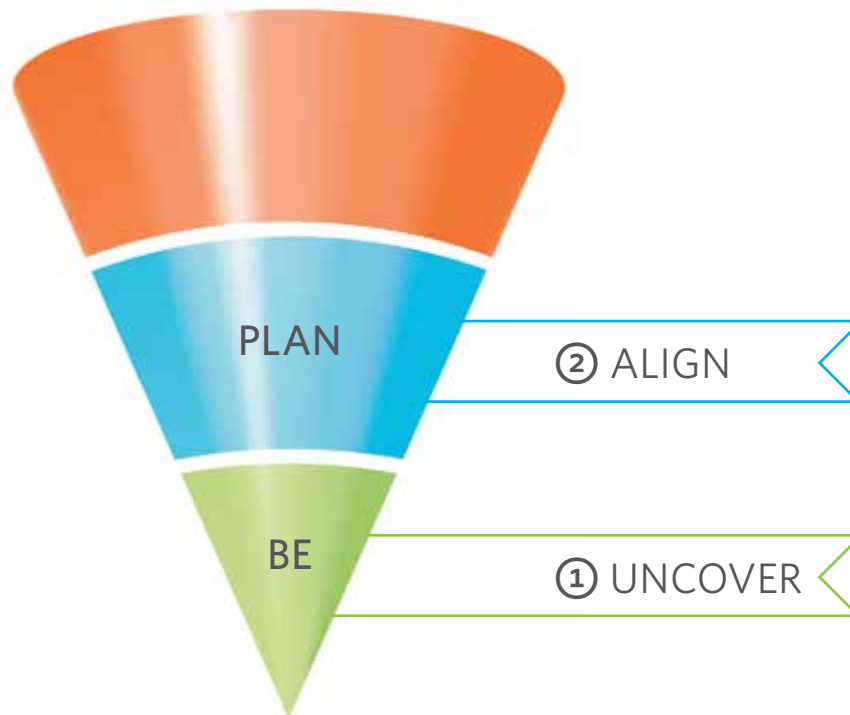
# ONE SOLUTION

SAVAGE THINKING®  
BUILDING BRANDS ON PURPOSE



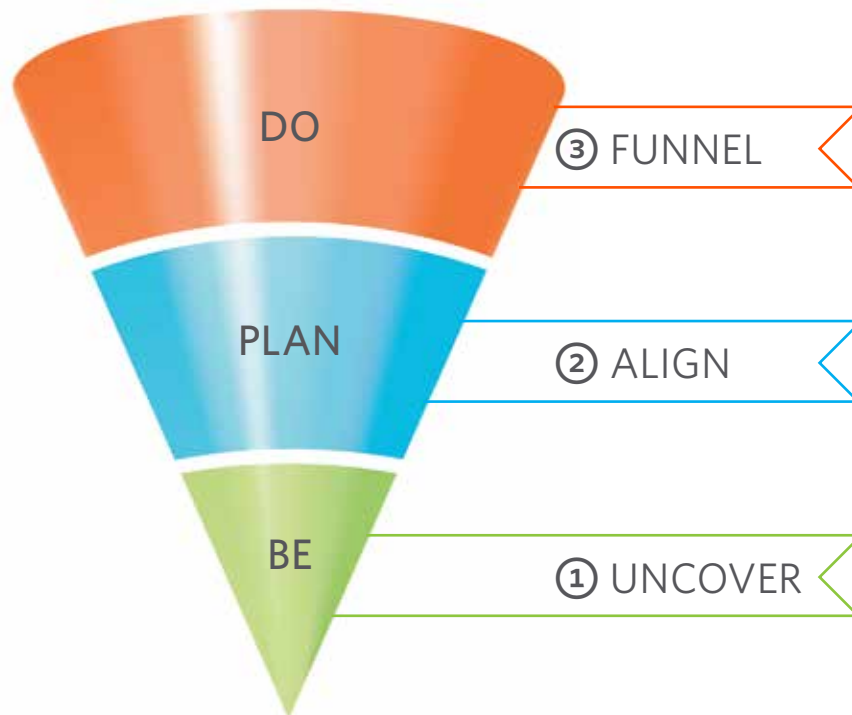
# ONE SOLUTION

SAVAGE THINKING®  
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# ONE SOLUTION

SAVAGE THINKING®  
BUILDING BRANDS ON PURPOSE



# NAME THAT MISSION

**TED**

To alleviate pain and suffering

---

**TOMS**

To broadcast messages that change the world

---

**COCA-COLA**

**GE**

To refresh the world

---

**JOHNSON &  
JOHNSON**

To put our imagination to work solving some of the world's toughest problems

---

To pioneer social enterprise with one-for-one

Savage Brands



⑤ QUESTIONS

④ CHALLENGES

③ INNOVATORS

② REVELATIONS

① SOLUTION

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# GUINEA PIG

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# WHAT DOES SAVAGE DO?

"We create logos, websites, brochures and annual reports."

"We are a branding company."

2 0 1 2

"We are a design firm."

"We are really creative and process driven."

**Savage Brands**



# EVERYBODY HAS A PURPOSE WHICH CONTRIBUTES TO THE COMPANY PURPOSE

○ CONNECT

○ ILLUMINATE

○ AMELIORATE

○ UPLIFT

○ EMPOWER



○ IMAGINE

○ BALANCE

○ HIJINKS

○ EPIPHANY

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## SAVAGE'S PURPOSE

WE BELIEVE THAT BY HELPING  
COMPANIES DISCOVER AND  
DELIVER ON THEIR PURPOSE  
WE ARE REVOLUTIONIZING  
CORPORATE AMERICA.

Savage Brands



**SAVAGE'S VISION**

**WE HAVE LED DOZENS  
OF COMPANIES TO MORE  
MEANINGFUL SUCCESS.  
BUSINESS LEADERS ARE  
BEATING DOWN OUR DOOR  
TO PARTNER WITH US.**

**Savage Brands**



SAVAGE'S VALUES

SMART.

FRESH.

HUMAN.

Savage Brands



WE RESPECT  
BUSINESS

\$ PROFITS ARE NECESSARY FOR  
SUCCESS

WE LISTEN

ANSWERS worth  
LISTENING TO

BY ASKING  
BETTER  
QUESTIONS  
WE GET

WE SPEAK

EACH  
voice  
MATTERS



Smart

WE BELIEVE

THAT BY HELPING COMPANIES DELIVER ON THEIR PURPOSE,  
WE ARE Revolutionizing CORPORATE AMERICA.

SAVAGE BUILDS PURPOSEFUL CORPORATE BRANDS WITH

FRESH

WE ARE

CRAZY BRILLIANT

OUTRAGEOUS  
IDEAS ARE THE  
SEEDS OF CHANGE

CURIOSITY FEEDS  
creativity



LET YOUR *Right*  
BRAIN PLAY!

LOGIC HALTS  
IMAGINATION

SAVAGE  
THINKING

HUMAN

WE STAND TOGETHER



CONNECTEDNESS  
IS OUR GREATEST STRENGTH

ACCEPT PRAISE & ADMIT MISTAKES

WE ARE PASSIONATE:  
REVOLUTION  
IS FUELED BY

PASSION

Savage Brands



SMART

WE SPEAK

EACH VOICE

*Matters*

1

FRESH

WE ARE

CRAZY

*Brilliant*

2

HUMAN

ACCEPT

PRAISE

ADMIT

*Mistakes*

3

Savage Brands



OUR CLIENTS *stand* WITH US

We are working with leaders that care; their brands are recognized as *purposeful*.

THEY GET IT

Purpose drives performance and performance drives profit.

Our values aren't just **Smart. Fresh. Human.** there is meat on those bones.

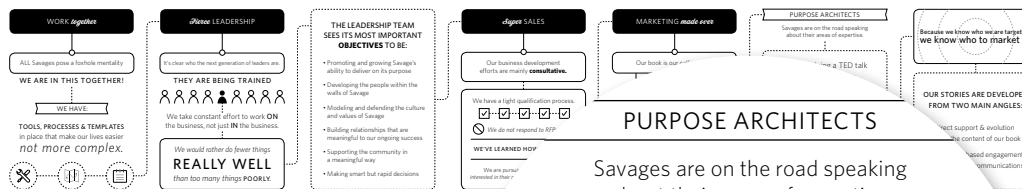
WE ALL LOVE WHAT WE DO

Everyone feels like they are a part of the *greater group*.

Everyone knows how they contribute to our purpose and is **recognized for their efforts**.

# REVOLUTION

We believe that by helping companies discover and deliver on their purpose, we are revolutionizing corporate America.



Everyone at Savage has a meaningful story to tell. Every Savage is proud to be a Savage.

Jackie is doing a TED talk



We are always at the **top of the page** when someone searches "purposeful brands."

Savage Brands



# WHAT DOES SAVAGE DO?

"Going beyond, digging deeper for meaning in our lives and inside the companies we help."

"Our work has meaning and value to ourselves, our customers and our community."

2015

"By helping companies work towards a more purposeful existence we are making the world a better place. That makes me feel like my job, no matter the contribution, is also helping make the world a better place."

"We build companies and brands that are admired for being the best to work with and for."

**Savage Brands**



# WHAT'S YOUR PURPOSE?

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