

Purpose-Driven Organizations

How Can Brands Grow with Purpose



What Does it Mean to Be a “Purpose-Driven Organization”?

According to [Salesforce](#), a purpose-driven company embodies something bigger than the products and services it offers. For example, Patagonia is a business that provides outdoor clothing and other goods. Meanwhile, [Patagonia](#) has also taken purpose in environmentalism and protecting the planet it makes clothes for.





What Can Being a Purpose-Driven Mission Statement Do for Your Business?

According to studies from [Apprenticeship Minnesota](#), being a diverse and human-focused company can increase sales revenue, customer base, and, ultimately, profits. Consumers and decision makers within other businesses can more easily resonate with a company built on relatable human morals and contribute to positive growth.

How Can Businesses Establish Their Larger Purpose?

Businesses should consider how purpose will be integrated into their [business model](#). For example, one can utilize social responsibility to help guide decision-making. Meanwhile, work structures can change to reflect a brand's purpose: for example, a business can offer mental health days as a part of PTO for employees to convey a need for mental health awareness.





If you're looking to get educated on Purpose-Driven Brands, tap into trending conversations online to understand new developments within the business and social mission space. Meanwhile, PrestigePEO maintains a strong focus on DEI and encourages its client community to do the same.

Visit our Diversity Center for more information!
www.prestigepeo.com/diversity-center



prestigepeo.com