

Reach your potential by  
following **1** simple rule



REACHING  
YOUR  
POTENTIAL  
ACHIEVING  
GREATNESS  
BEING YOUR  
BEST SELF



## LIVING YOUR PURPOSE

### Potential.

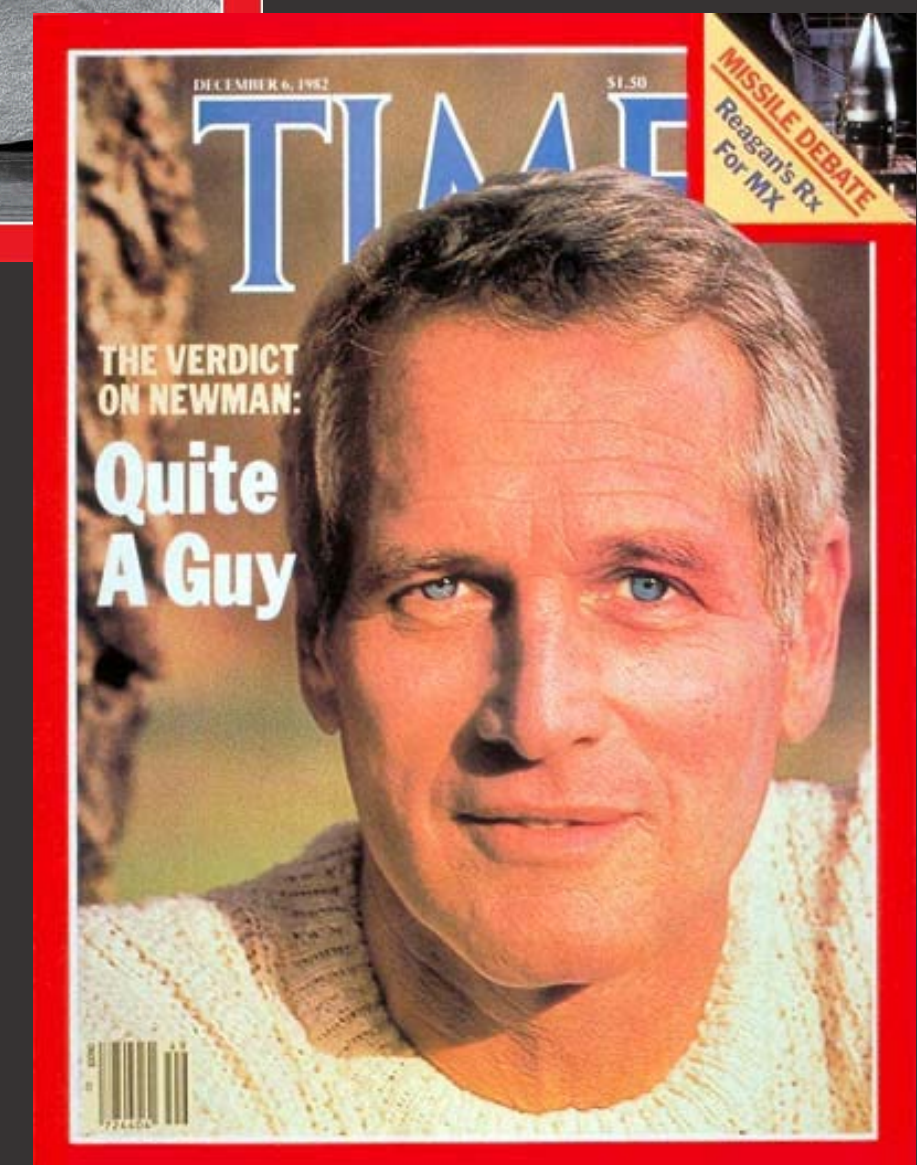
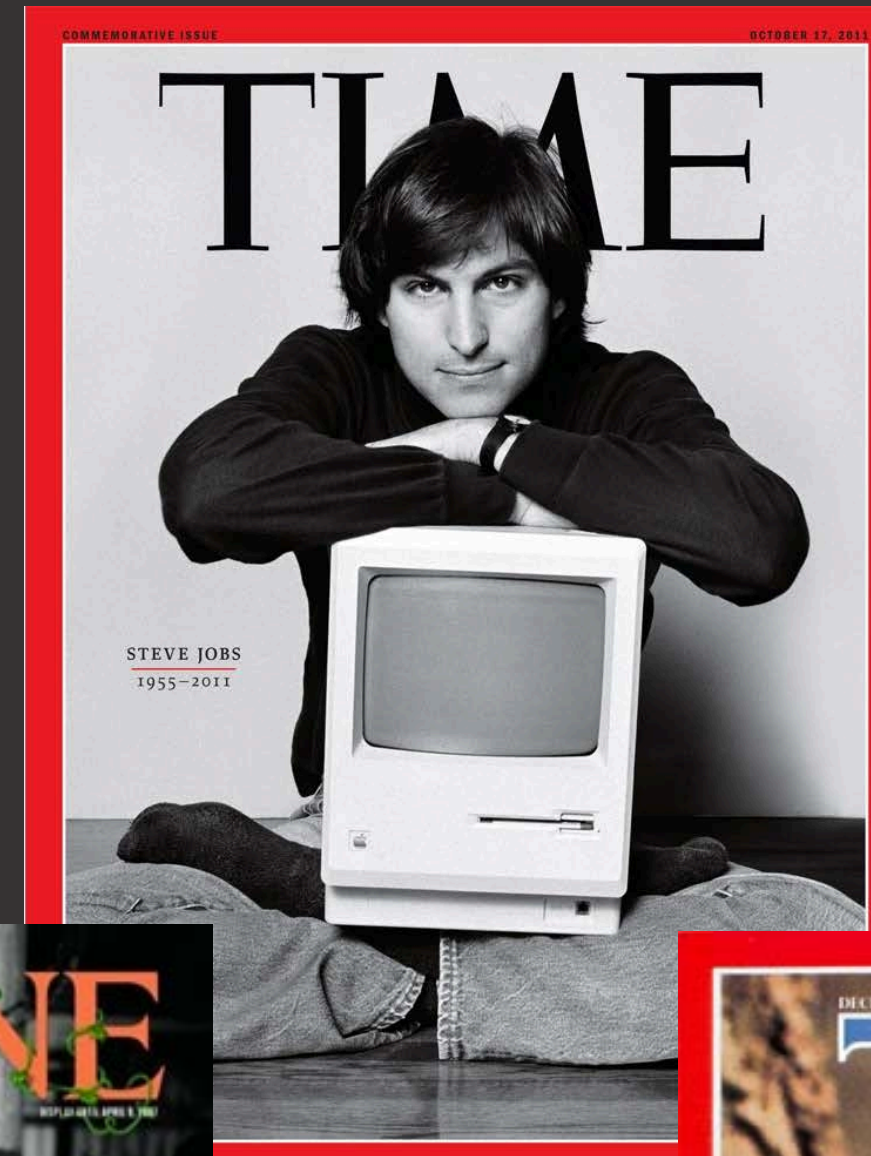
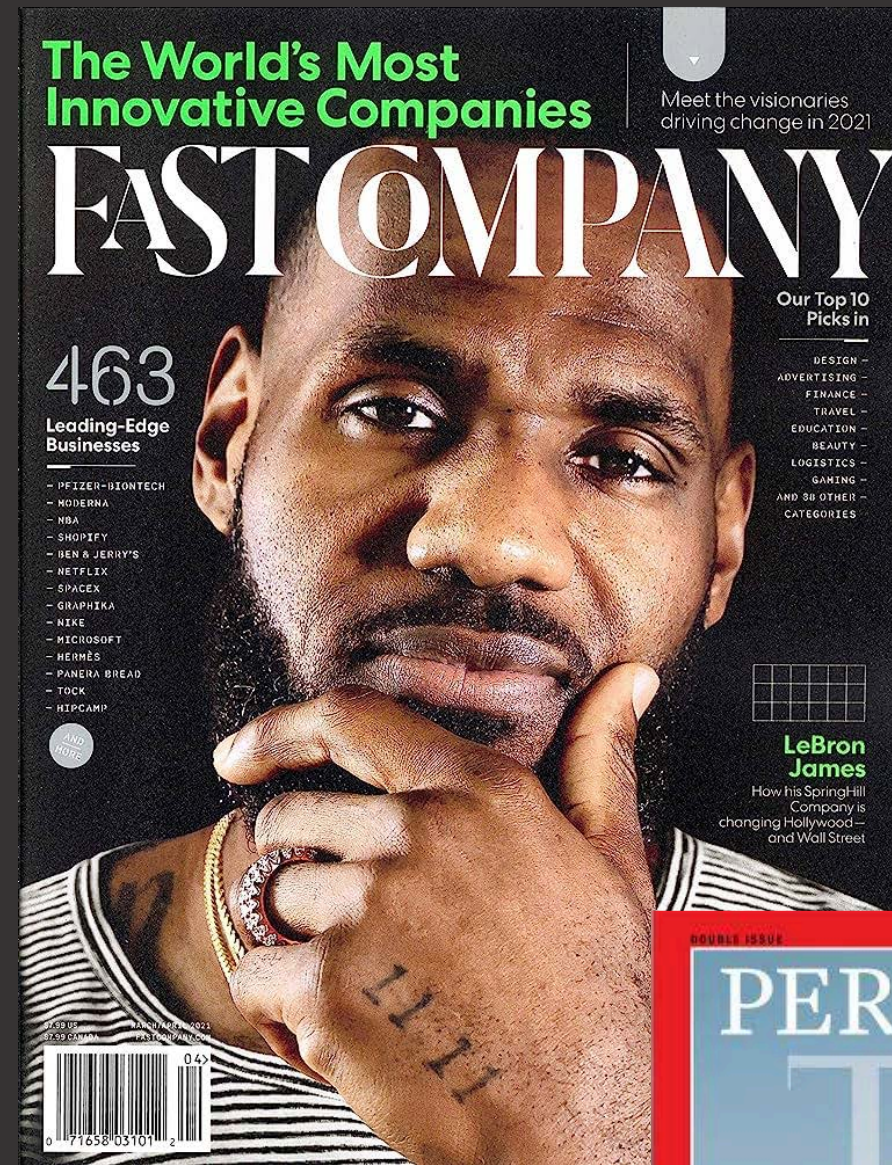
It's expressed in many ways,  
which all start from a core idea.  
Your why. Your reason for being.  
Your most closely-held beliefs that  
guide your every decision.

We call that Purpose.

Ask any person or organization.  
It's hard to find anyone who doesn't  
want to live their purpose.

*But, if you're one of those who doesn't,  
you might want to stop reading this now.*

# We idolize those who do it well



# Living your purpose improves your life—a lot

15%

lower mortality rate over a fourteen-year period for people with a high sense of purpose

*Psychological Science; Volume 25, Issue 7*

22%

reduced risk of stroke for each standard deviation increase in sense of purpose

*Journal of Psychosomatic Research; Volume 74, Issue 5*

43%

reduced risk of developing Alzheimer's disease compared to those with a lower sense of purpose

*Journal of Alzheimers' Disease; Volume 83, #1*

If longer and better life isn't enough,  
purpose also helps you make more money

63%

of consumers globally want to buy from companies with a purpose that matches their own values and will avoid those that don't

*Accenture*

84%

of U.S. consumers are more likely to be loyal to brands that lead with purpose

*Cone/Porter Novelli*

175%

The valuation increase of brands with a high sense of purpose over the past 12 years (compared to the median growth rate of 86%)

*Kantar 2020*

But, for us normal humans,  
there's a simple,  
yet inconvenient truth  
that stands in the way...

...we talk the talk, but  
we don't walk the walk.

# As humans, we're awful at becoming better versions of ourselves

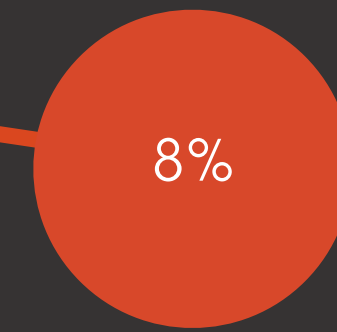
This was from a study of Americans.  
Maybe everyone else is better.  
But we wouldn't bet on it.



New Year's Resolutions... that we actively choose  
for ourselves and believe will make us better



On track at the end of February



On track at end of the year

# It only gets harder in organizations



79%

Yet



68%

of business leaders believe that an organization's **purpose is central** to business success

PwC

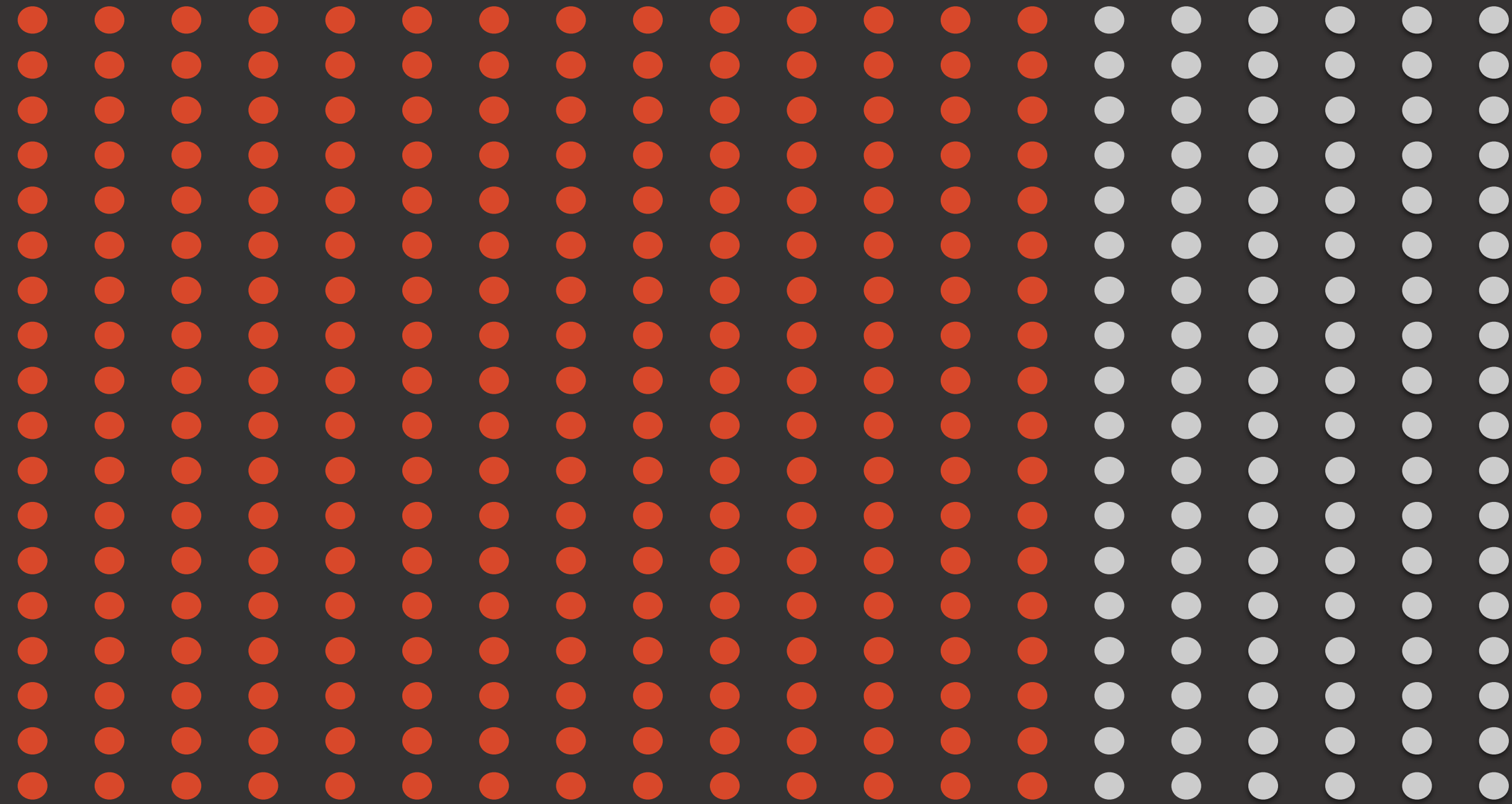
of business leaders said **purpose is not used** as a guidepost in leadership decision-making processes within their organization

PwC



So it's no surprise  
that 70% of  
corporate change  
efforts **fail**

*McKinsey said it so it must be true*



So what's the secret to  
successful change?

**We've studied human nature and spent years doing the work of organizational change and purpose around the world.**

**We believe the answer boils down to 1 simple rule...**

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1 Be yourself...inside and out 1

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Deeply understand what makes you you—and what the best version of you does and doesn't look like.



Be yourself...inside and out



Then codify that into a simple, authentic, inspirational, and useful set of purpose, values, behaviors, and strategies...not some blathering mumbo jumbo on a poster that withers on the lunchroom wall while 'real' business gets done.

Design and nurture a culture so that every touchpoint truly reflects who you are... with no exceptions.



Be yourself...**inside** and **out**



Build and nurture a brand so that every touchpoint truly reflects who you are... yep, you guessed it...with no exceptions.

Do that, and you can connect  
the 3 most important dots of all.  
The ones between your  
purpose and actions.

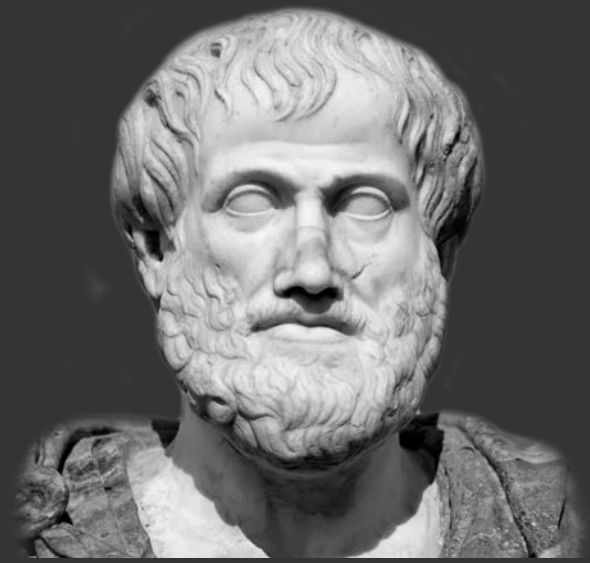


Be yourself...inside and out

**The good news...this rule has been  
proven to work over centuries**



# The world's leading thinkers have professed it over and over



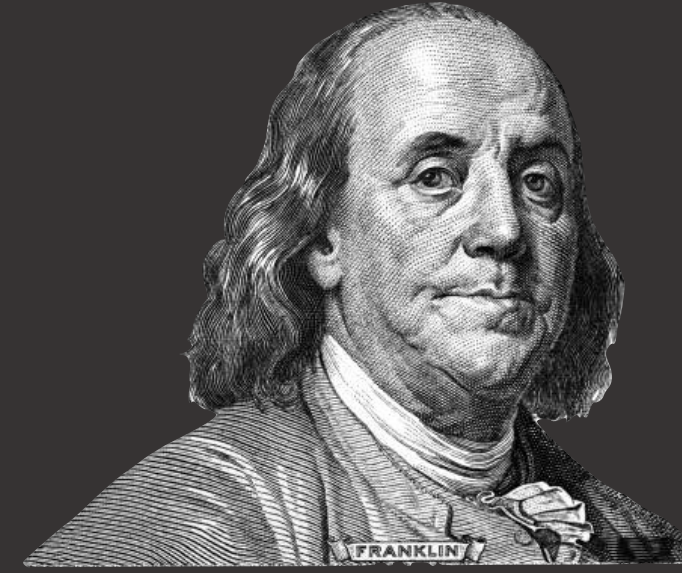
Knowing yourself is the beginning of all wisdom.

– Aristotle



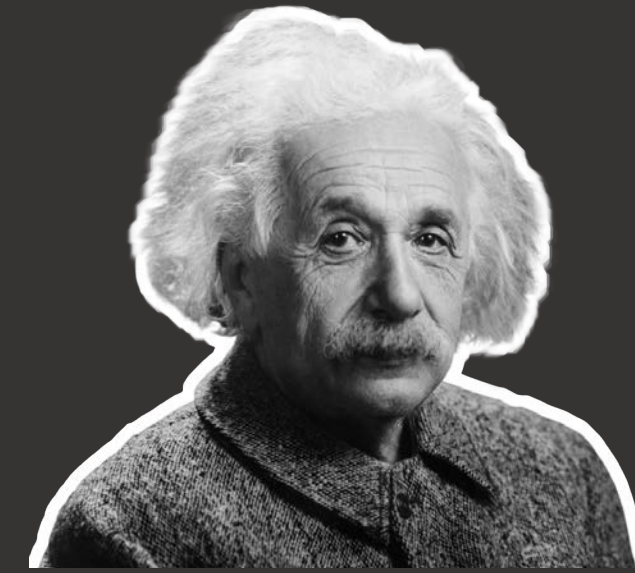
When people show you who they are, believe them the first time.

– Maya Angelou



Well done is better than well said.

– Benjamin Franklin



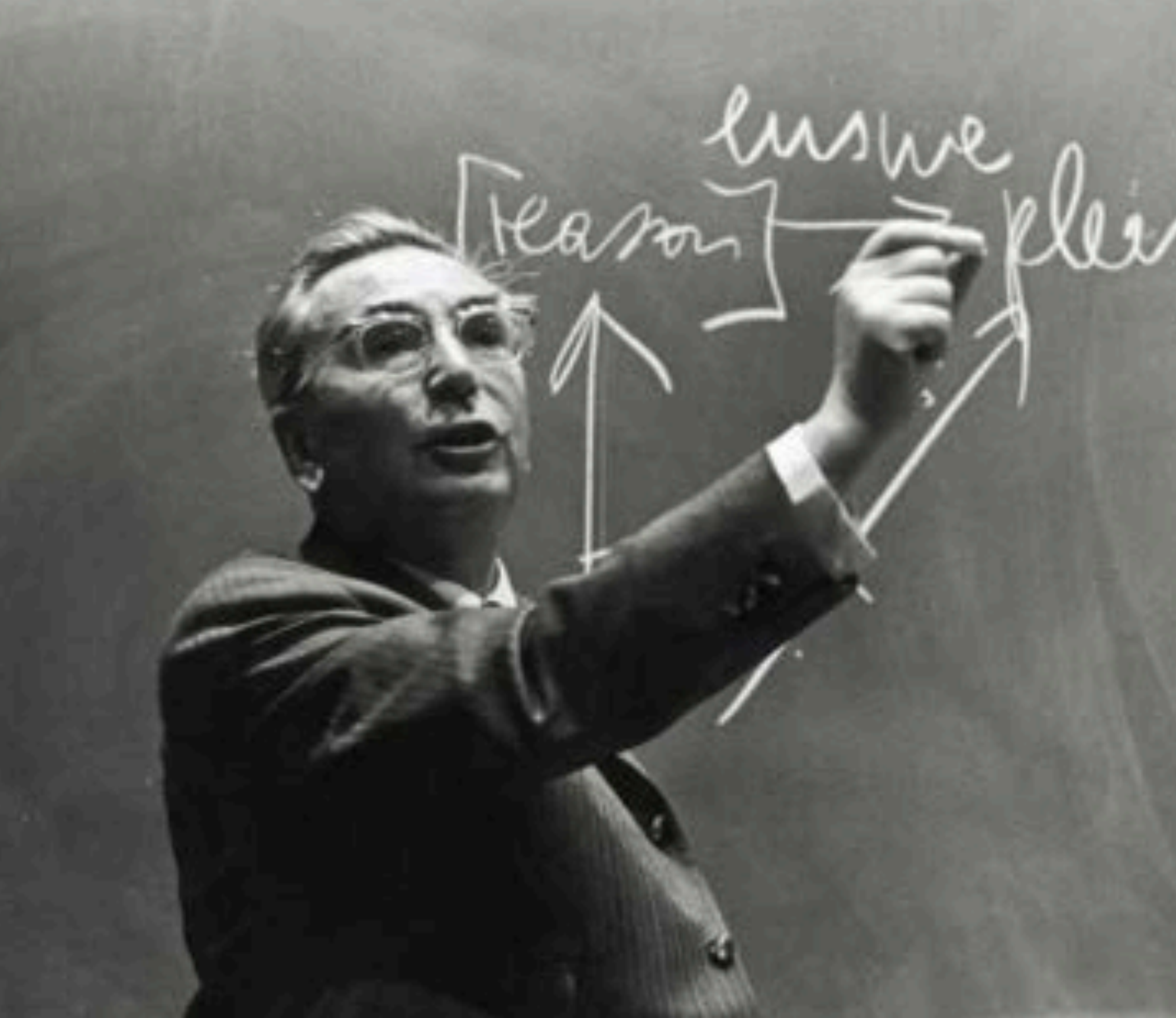
In a world where you can be anything, be yourself.

– Albert Einstein



Actions speak louder than words.

– Your parents



## Our brains are designed for it

Meaning plays a number of important psychological roles

- Gives life purpose
- Informs values that guide actions
- Allows a sense of control
- Provides self worth

(Viktor Frankl, 1992); "Humans crave authentic meaning"

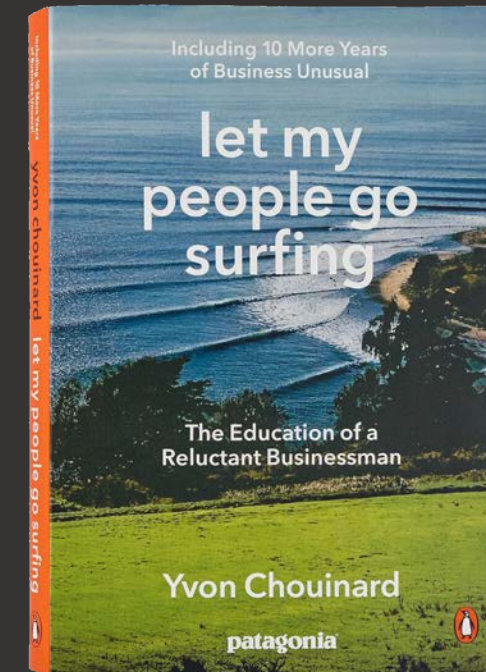
**The most admired  
companies follow it**

**patagonia<sup>®</sup>**





Yvonne Chouinard brings Patagonia's Purpose to life in the boldest possible way—by giving away his family's ownership of the company to a trust that will use its profit to fight the climate crisis

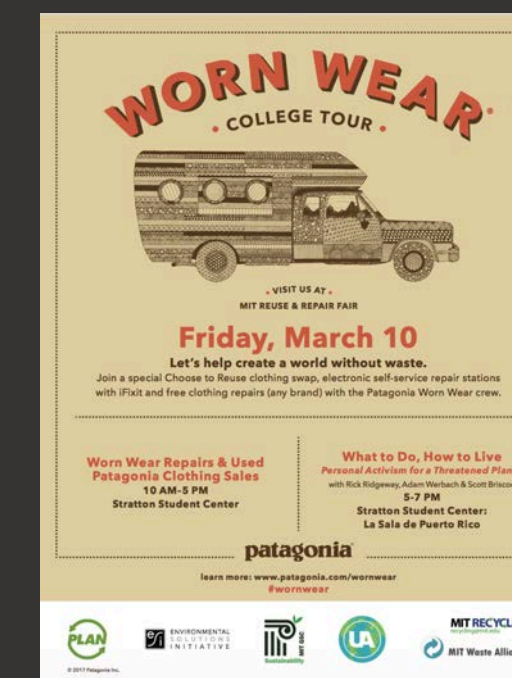


Originally intended as a manual for employees—including a flexible work schedule which allows employees to go surfing when the waves are right

# Be yourself...inside and out



Patagonia's declared Purpose



Patagonia's program to trade in and buy used Patagonia gear—or get it repaired for free



# HYATT

“Hyatt’s purpose guides every aspect of our business. The events of the past year have underscored the urgency for the private sector to address societal issues with empathy, clarity, and accountability.”  
 – Mark Hoplamazian, Hyatt CEO, July 2021

Hyatt announces ‘World of Care’ with New Commitments to Advance Diversity, Equity, and Inclusion and Responsible Business Practices



Humanized morning briefings by focusing on customer anecdotes rather than solely on financial reporting

# Be yourself...inside and out

We **care** for people so they can be their best.

Hyatt’s declared Purpose

“Hyatt and ALG...share a deep commitment to colleague and guest experiences focused on care.”  
 – Mark Hoplamazian, Hyatt CEO, 2021

Hyatt acquires Apple Leisure Group and Mr. and Mrs. Smith in order to provide care to their guests in a bigger, more luxurious way

**When it fails, where does it  
go wrong?**

No clear strategy

Conflicting priorities

No plan for change

Giving detractors a platform

Not unique

Not designed for humans

Conflicting messages

Haphazard

Leaders don't walk the talk

Chasing fads

Inauthentic

Misaligned



# Be yourself...inside and out



Not defined

Work done in silos

Only internal

Not authentic

Nothing connects

Only external

Too complex

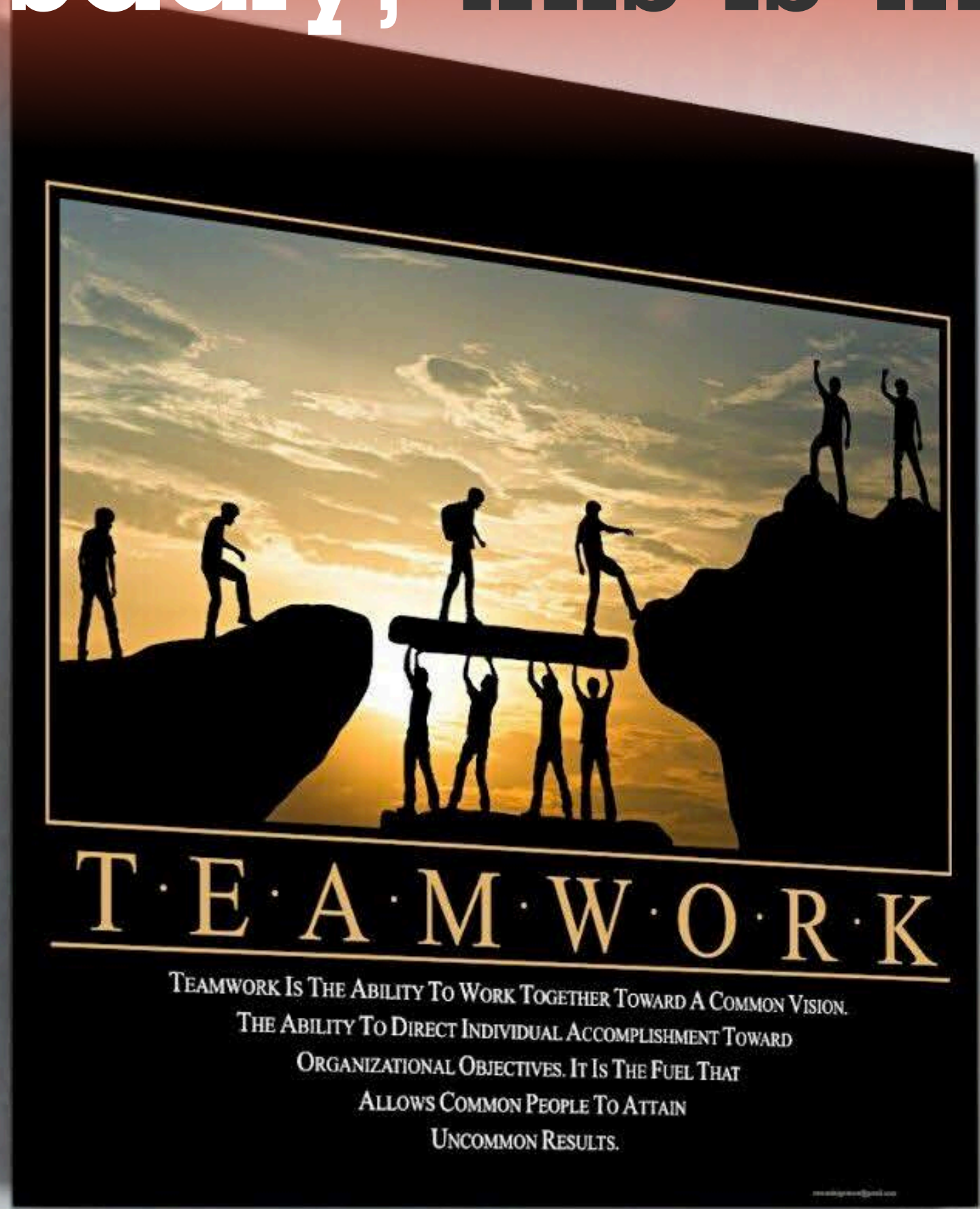
But not both

Too vague

Booooring!



**Sadly, this is the norm for most of us**



**So how can you actually follow  
Rule No. 1?**

**Well, call us of course!  
Rule No. 1 is what we do.**

Our work is based on a deep understanding of team and large-group dynamics.

The human spirit is the most powerful force in the world. We are here to amplify it.

Consistently manifest through individual behavior and in every aspect of the culture.

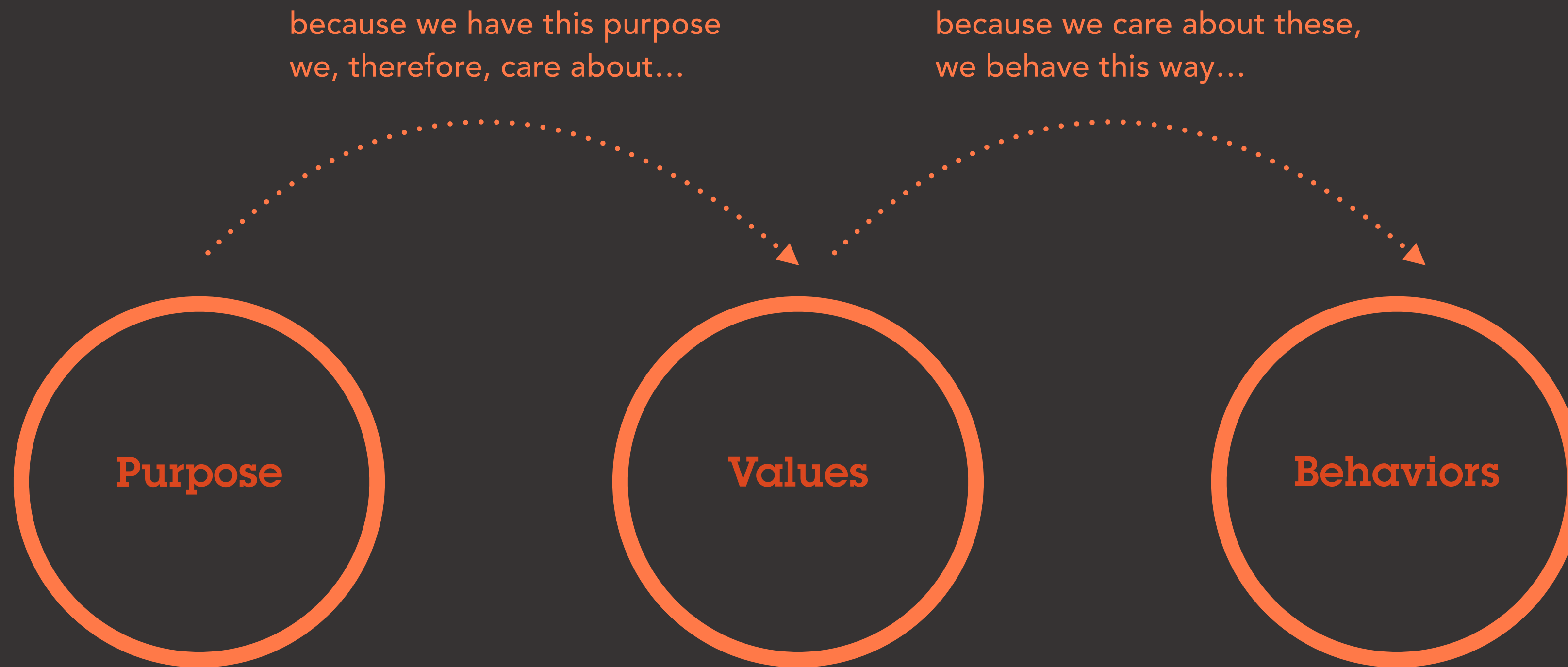
We enable **humans** and the **organizations** they build to **truly live** their purpose—by making the **change** that **matters**

In an ever-changing world, change is not a choice. Doing it well, is.

It changes the trajectory of your company, industry, profession, or community.

**We've decoded the rule into  
a simple set of tools**

# Be **yourself**...inside and out



## **Success means**

- Making it authentic
- Making it inspirational
- Making it sticky
- Making it actionable

# Be yourself...inside and out

## Transformation Agenda

<b>Purpose</b> The impact we want to have in the world	<input type="text"/>				
<b>Values</b> What we care most about	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>Vision</b> Where we want to be in five years	<input type="text"/>				
<b>Who we serve</b> Our stakeholders	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>Strategic themes</b> The direction we must take	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>Bold moves</b> The actions that will catapult us forward	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>Essential moves</b> The basic actions (table stakes) that are required	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

## Success means

- Connecting your goals and strategy to your character
- Having full leadership alignment
- Providing principles not rules
- Enabling people along a change journey
- Having a clear plan

# Be yourself...**inside** and out



## Success means

- Consistently aligning all internal touchpoints to your Purpose and Values
- Creating a healthy ecosystem
- Prioritizing the elements that matter most
- Coordinating efforts across the system
- Involving the organization in the change

*To learn more about our Culture framework, please head to our website*

# Be yourself...inside and out



## Success means

- Consistently aligning all external touchpoints to your Purpose and Values
- Being unapologetic about what you stand for
- Coordinating efforts across the system
- Not trying to be all things to all people

*To learn more about our Brand framework, please head to our website*



**So why us?**

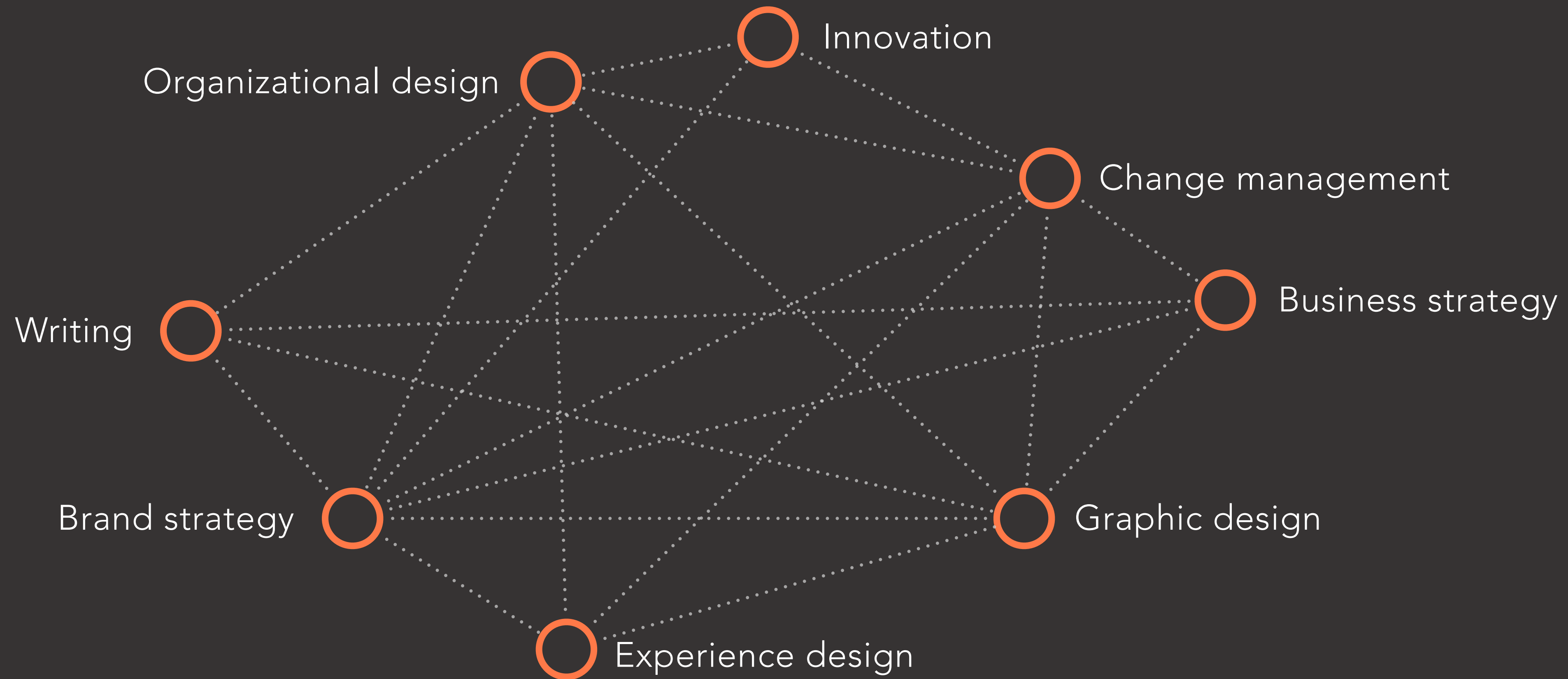
Lots of companies exist to help you do internal research, define purpose, and set strategy.

And lots of companies exist to help you create and put plans into action—internally and externally.

But good work on both sides ends up failing because they ignore these 3 pesky little dots. They don't have the understanding, expertise, or business model to make the connection happen. Our Purpose is to connect the dots—and we've built our business around it.

Be yourself...inside and out

**Our team has experience working on all of the elements—and uniting them. We've done it as individuals working inside organizations and from the outside as consultants.**



**Most importantly of all, we don't think we have "the answer." We think you do. Our role is to help you find it, refine it, and rally around it.**

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You'll experience that in different ways at different times. Sometimes we'll facilitate, sometimes we'll provoke, sometimes we'll take the pen and write.

Throughout the journey, you'll experience us as collaborative partners dedicated to your success—as people and as an organization.

Our ultimate goal is to help you own it.

# We've partnered with lots of organizations to do this

HYATT

Sandals

Crayola

IBM

GEICO®



Johnson & Johnson

Shire

CENTURY 21

AKILI

jetBlue



MOOSE  
KNUCKLES



solace.



Carlyle & Co.

&pizza

Google



Colgate

Audubon



REVLON

NS1.

## And they have good things to say



Our team was inspired by the creative platform we developed and felt we'd rediscovered who we were as a company.

Paul Fitzpatrick, former CMO,  
Halogen Software



Rule No. 1 has been a wonderful partner of ours. They've brought together board and staff to create a story and brand we can feel proud of. And best of all, they made the whole process fun.

Marcel Van Ooyen  
President & CEO, GrowNYC



Adam cares about the client's outcome and provides a strong perspective on how people bring about change by linking the company's purpose, culture and brand. He is one of the most original and humble strategic thinkers I have worked with.

Jonathan Ferrar, Speaker,  
Author & Former Vice President,  
IBM HR



Adam and Josette have a gift for conveying a company's mission and purpose, and expanding them into a meaningful story. They worked us through a process that was engaging, participatory, fun, and enlightening. If you have the opportunity to work with these linguistic and storytelling wizards—take it!

Mychelle Mollot, CMO, Solace Systems

# If any of these opportunities are on your mind, we can help.

You have to signal a bold change—to your workforce and the world

You want to re-energize your team around a common purpose

You have a vision for the future and want to bring it to life in your culture

You need to bring your vision or strategy to life

Your story could resonate more powerfully in the market

You want to scale while maintaining what made you special

You have the luxury of considering what you can become next

You want to attract, engage, and retain the best talent

You want to innovate your offering or the way you engage customers

Drop us a line  
and say hi.

We'd love to learn about  
you and the aspirations you  
have for your organization.



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