Putting purpose to work

For the fifth annual Brandpie CEO Purpose Report, we asked 1000 CEOs in twelve markets about their attitudes towards purpose.

- 89% of CEOs say they have a purpose
- 63% say they use purpose to make strategic business decisions
- 76% agree that the importance of purpose has increased over the last five years

Purpose is now firmly cemented as a strategic business tool.

**However...**

CEOs are still struggling to implement purpose throughout the whole organization.

The **number one** challenge for purpose-driven CEOs is making it relevant and actionable.

Need help turning your purpose from words into action? Brandpie is an award-winning, independent consultancy specializing in purpose-driven transformation. We have helped businesses power progress through purpose for over 15 years.