



Reinventing Purpose Communications

Let me introduce you to... Me

- 25-year public relations professional
- Accredited public relations practitioner
- Founder & President, Mahogany Xan Communications
- International presenter on multicultural communications
- Author
- Adjunct Professor
- Aspiring golfer





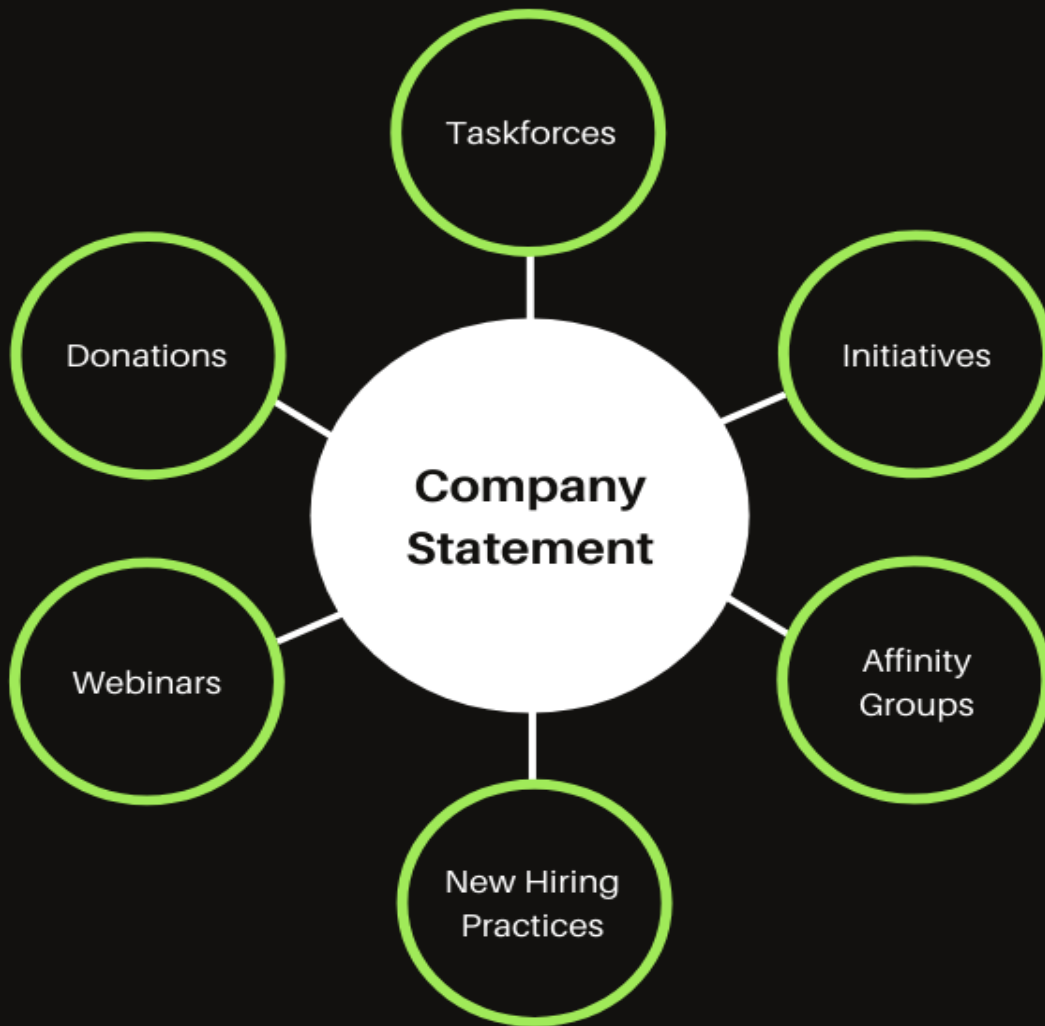
A green road sign with a white border and four silver bolts. The sign is tilted slightly to the right and is mounted on two silver poles. The background is a bright blue sky with white clouds and a large, bright sun in the upper right corner.

How did we get here?





How Companies Have Responded



87

**companies featured in the S&P
100 Index issued a statement
after George Floyd's death**



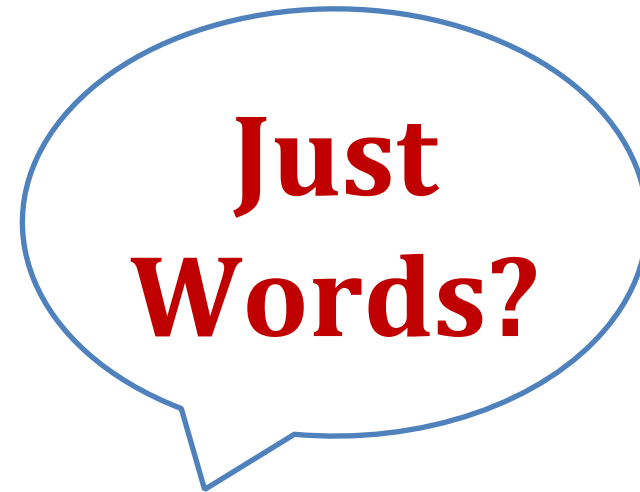
adidas • Follow

...



adidas Take action. Things won't change unless we create that change.

18w



Business | Nation

Adidas HR head resigns as company addresses diversity issues

June 30, 2020 at 2:21 pm | Updated June 30, 2020 at 9:44 pm



A white-framed letterboard with a black background and white letter tiles. The word "WHY?" is centered on the board. The board is set against a background of abstract, irregular shapes in red, black, and grey on a white base. A solid green horizontal bar is at the top of the image.

WHY?

Improving diversity requires knowing **your why** and being **intentional** about **improving communication.**

A photograph of Jim Rohn, an older man with white hair, wearing a dark suit, light blue shirt, and a patterned tie. He is speaking into a microphone and gesturing with both hands. The background is dark with some blue lighting.

Effective communication is **20%**
what you know and **80%** how
you feel about what you know.

- **Jim Rohn**

The Rise of Corporate Social Responsibility

2020 is the year when Corporate Social Responsibility became more important than ever:

- Consumers and stakeholders want to know where companies stand on issues that are important to them
- Corporate Social Responsibility can establish trust and loyalty
- Consumers want to companies to take action; inaction can be seen as contributing to systemic inequality



"Silence on social issues could be the kiss of death for brands, especially [if you look at] the way that young customers are engaging with them right now. They're going to vote at the cash register...Customers, clients and constituents are not going to read silence anymore as safe. They're going to read silence from brands [and ask]: 'Why weren't you working on it?'"

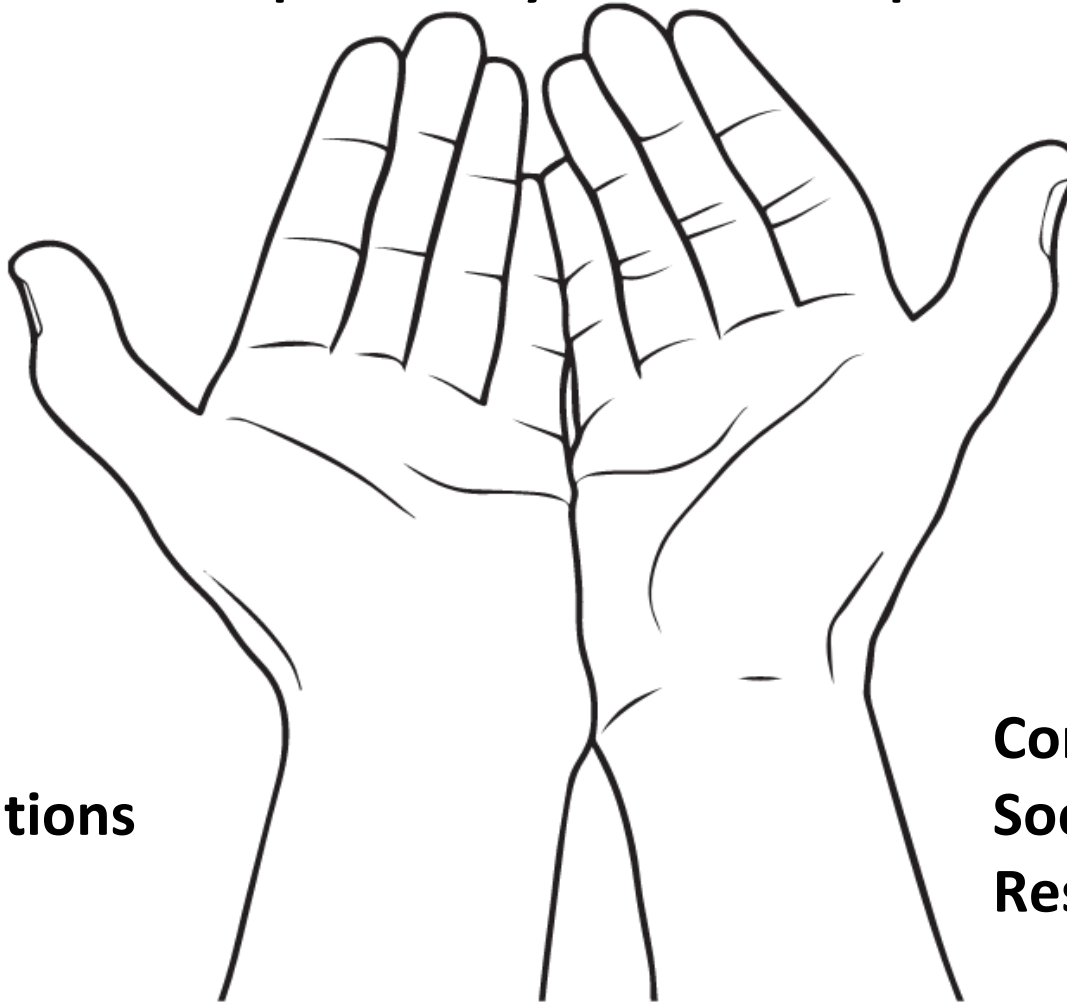
Why weren't you telling your story? Why weren't you being accountable?"

Aaron Sherinian, CMO and Communications Officer at the
United Nations Foundation

- Forbes Magazine

Corporate Social Responsibility

Corporate Communications



**Corporate
Communications**

**Corporate
Social
Responsibility**

The Tenets of an Effective Purpose Statement

- Authentic
- A Clearly Defined Purpose and Call to Action
- Atonement for the Past
- Alignment with Company Values
- Proactive
- Sincere
- Willingness To Do The Right Thing
- Reflects Bold and Broad Thinking, Globally and Locally
- Transparent
- Founded on Employee-Led Engagement

Reinventing the Purpose Statement

Then

A **purpose statement** answers the question of why a **company** exists. It gives you something to work toward and determines your overall **purpose** for being in **business**.

Now

Statement of Purpose: Defines the positive **contribution to society** the company will make, and the steps it will take to eliminate its negative impact on society. It may also include action items that are inspirational and enforceable.



Disney ✓
@Disney



We stand against racism.

We stand for inclusion.

**We stand with our fellow
Black employees, storytellers,
creators and the entire
Black community.**

We must unite and speak out.

♡ 63.9K 10:41 PM - May 31, 2020



💬 13.8K people are talking about this



**WE MUST
DISMANTLE
WHITE
SUPREMACY**



benandjerrys • Follow

...

If you are neutral in situations of injustice, you have chosen the side of the oppressor.

If an elephant has its foot on the tail of a mouse and you say that you are neutral, the mouse will not appreciate your neutrality.

Archbishop Desmond Tutu



MAHOGANYXAN.COM





**Alone we can do so little;
together we can do so much.**

~ Hellen Keller

Questions?



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