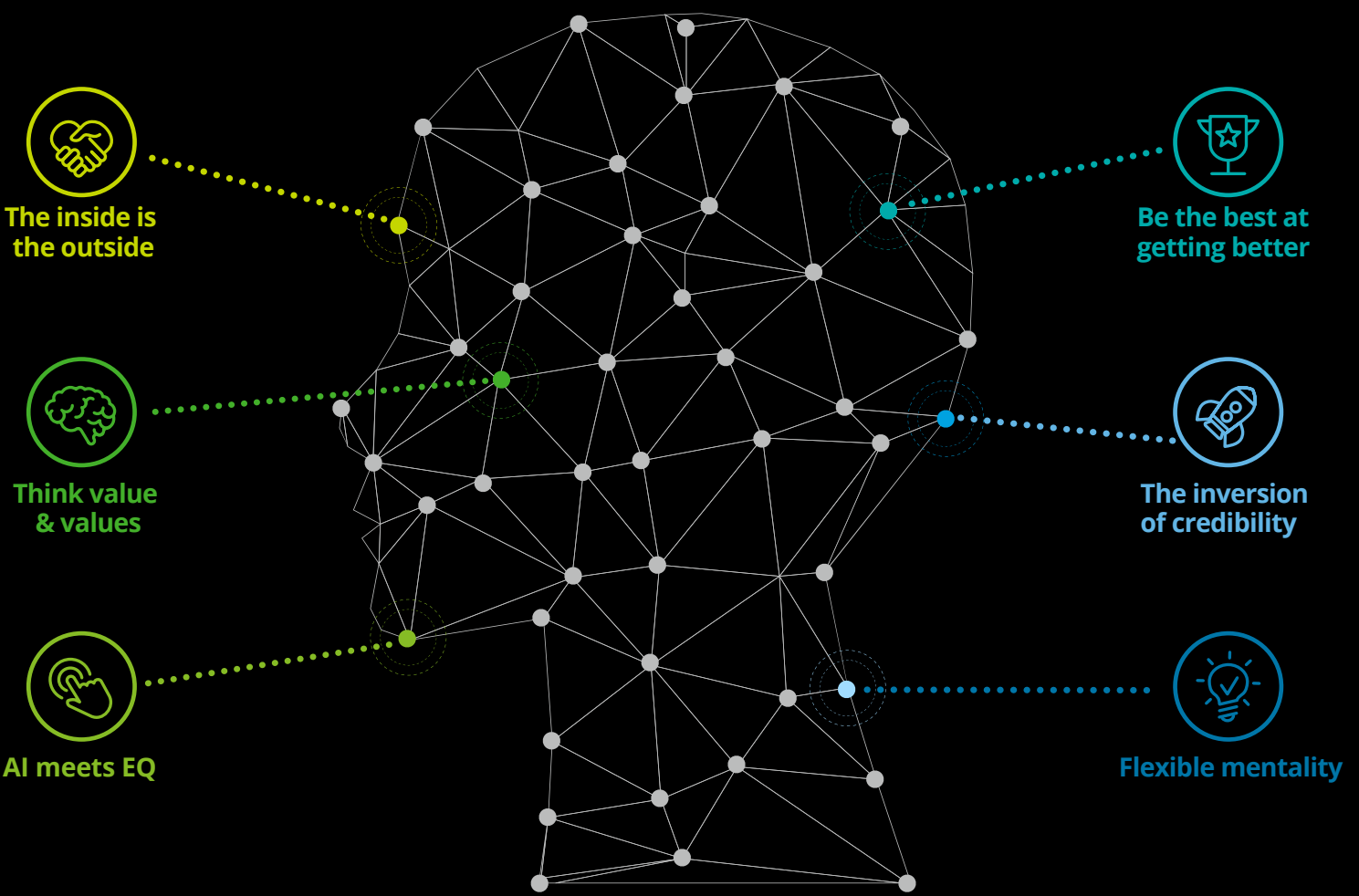


## Six principles impact brands live by



### The inside is the outside: Transparency as a cultural imperative

Traditionally, brand leadership was fixated on a company's external reputation, trying to spin an image that was often inconsistent with their inner (company) reality. Yet, just as nutrition leads to complexion, **Impact brands start with their culture and build outward**, resulting in better products, services and a more authentic reputation.



### Think value & values: Each brand is an agent of social change

**Impact brands follow the belief that what they do is more important than what they say—profits follow principles.** Impact brands recognize that they have an active role to play in social change and consumers vote their conscience through their consumption.



### AI meets EQ: Humanizing the digital revolution

Impact brands embrace technology across a variety of digital platforms, but what makes them different is **their focus on the human connection.** Technology is merely a bridge enabling them to operate at the intersection of real emotional needs and seamless transactions, creating a brand experience that is simultaneously human, intimate and useful.



### Be the best at getting better: Keep the ethos of a student

Agile, humble and always improving, **Impact brands embrace humility because it allows them to continuously improve**, while abstaining from the need for surface level perfectionism. These brands are unwaveringly committed to push their own boundaries, challenge their own status quo and adapt to the emerging needs of consumers and employees alike.



### The inversion of credibility: Brand credibility gets personal

Previously, being the biggest corporation was an automatic seal of trust and confidence, today this is not necessarily the case. Impact brands encourage their leaders, employees and stakeholders to build their own personal brands of authority recognizing that **it's a sum of their people's personal credibility that builds their own.**



### Flexible mentality: Tactics are strategies

Impact brands find **new advantages in the market by defying convention, re-writing the rules that govern their business, and going beta.** Their agility comes through a culture that rewards experimentation and thinking outside the box. Impact brands dismantle ego and traditional business hierarchies to improve decision-making.

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