

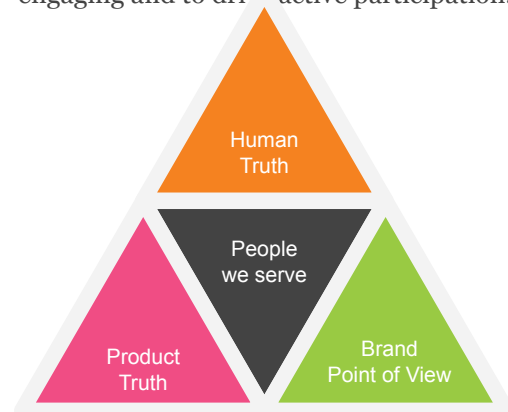
# digital purpose dive

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At Innate Motion we are pioneers in purpose positioning. As we have been working from home since our birth in 2006, we put our energies and understanding of people into developing a remote workshop tool. This proprietary Digital Brand Deep Dive is there to accommodate international teams to co-create, without having to travel.

## what it is

The Digital Purpose Dive is a 100% digital, guided workshop to create a relevant and meaningful purpose. Captured with our strategic hero tool: the Believers' Pyramid. The entire process uses co-creative exercises to collectively shape a path forward and includes step-by-step support to ensure seamless usage. To create the exchange found in the small groups of physical workshops, we use a combination of an in-app chat function and Zoom video calls. The whole experience is designed to be engaging and to drive active participation.



For more information listen to the [Podcast](#) about the Innate Motion Believers' Pyramid.

## why we believe in it

Co-creating a real and rooted brand purpose in a 100% digital context. Office-less since our inception, Innate Motion has long been focused on humanizing technology and have added this tool to our brand strategy expertise.

## when to apply

'Should we bring purpose to our business?' used to be a provocative question. But in today's world, purpose is part of many businesses already. Brands have proven that a relevant purpose can drive meaningful growth and result in a stronger relationship with the people that the brand serves, building brand love and loyalty. The current question is: how can we define a relevant purpose that grows the business and truly embed it in all that we do?

## how does it work

**Getting ready.** Before the Purpose Dive begins, Innate Motion organises a briefing session where team members receive training to make the best out of the immersive journey ahead. It may seem like a small step, but the preparation makes our approach meaningful and more impactful.

**360° immersion.** Building a relevant purpose requires input from people. That is why Innate Motion organises for all participants one or two Immersions. Those are in-depth, personal and intimate conversations about people's life and the category at hand. We develop a detailed conversation guide. The team receives training on how to run conversations like this best. On the day of the immersion, all participants move into a video call. Depending on the regulation in a country we use the easiest technology. You can find more about the 360° immersions [here](#).

### Immersion debrief

All conversations will be captured and shared within the team. This results over time in a huge library with people portraits. Showing what makes people tick.

### In their shoes

Once they have completed the debrief, they will be taken to the "in their shoes" game, where they will play a simple 3 question game to start building empathy for the people we serve and map their motivations.

**People Portrait.** In groups, participants will shape a profile that can unify the stories of the people they met. By creating the People Portrait, we clarify how a brand can be relevant in the lives of people.

**Human Truth.** To complete this understanding of the people we serve as a brand, we explore cultural tensions. What did we hear in the conversations? What tensions are people facing? Which ones can we address with our brand? The groups will be assisted by the facilitator as needed.

**Brand Point of View.** Having covered the perspective of people, we now move to the point of view of the brand. Participants will be invited to individually analyse the brand's Moments of Greatness. These moments are high points in the brand's past that we use to extract different extrinsics and intrinsics that the brand was built upon. Then, using this input, the participants will be placed into groups to: (1) Write a *brand manifesto* and (2) make a *brand t-shirt* to then summarize it into a single-minded statement that they would be proud to wear.

**Product Truth.** The last step before completing the Believers' Pyramid is about shaping the product truth. It is essential to dive into the experience that our product offers. Participants receive specific instructions via email that will take them through an embodied product experience. Once the participants have completed this experience, the facilitator will guide them in identifying learnings that allow them to define a sharp product truth. What makes our product unique and different? How does our product bring relevance in the lives of people? How does the product help reduce the tension?

**Believers' Pyramid.** This is the final phase of the workshop, where we bring it all together. Participants will be asked to reflect back on all of the work done so far to shape the core of the positioning. Participants will first complete their individual Believers' Pyramid and then be put into groups to collectively create a Believers' Pyramid. It starts with the people the brand serves, moving then to the human truth, or the tension they are facing. Then, we articulate the brand's point of view, or answer to the tension. And finally the product truth, or how they deliver against that point of view with their product or service. These will then be reviewed by the core team, elevating the one with the most promise.

## Practicalities

### Timeline

4-8 weeks including preparation. Timewise the team's investment is 1/2 day for the training, immersion and debrief. The co-creation is best run in 3 sessions of 3-4 hours.

### Investment

Starting at 25k EUR, depending on the brand, the geography and team size.

### Language

The journey is in English. Innate Motion can run the Purpose Dive in multiple languages. Depending on the needs of the brand team.

