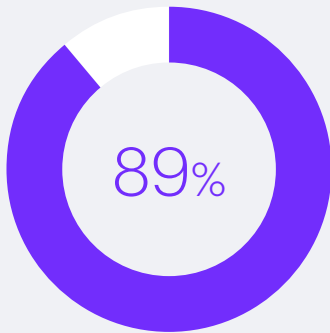
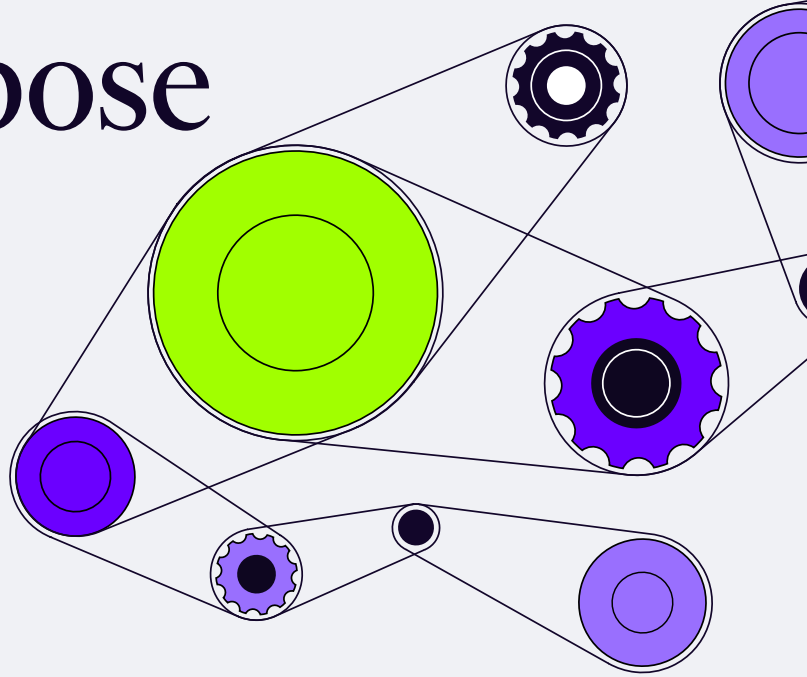
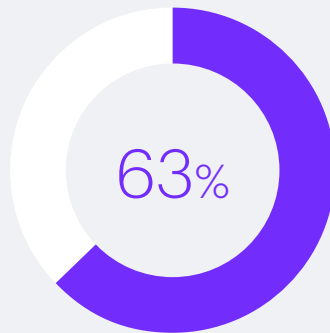


# Putting purpose to work

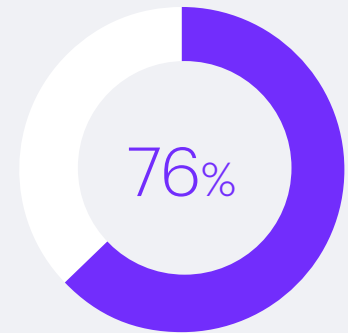
For the fifth annual Brandpie CEO Purpose Report, we asked 1000 CEOs in twelve markets about their attitudes towards purpose.



of CEOs say they have a purpose



say they use purpose to make strategic business decisions



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.

> [Get in touch to learn more](#)

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