

# What Purpose-Driven Brands Do Differently

GoSkills online course syllabus

**Skill level**

Beginner

**Lessons**

10

**Pre-requisites**

No prior experience needed

**Video duration**

22m

**Estimated study time**

22m 42s

**Instructor**

Sonia Acosta

## Introduction

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1

### Balance purpose and profit for brand growth

Traditional branding focuses on color palettes and messaging, but purpose-driven brands create movements that inspire loyalty.

## Create an Authentic Brand Purpose

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2

### Write a mission statement that inspires action

Many mission statements sound good on paper but fail to inspire action.

3

### Position your brand with authentic purpose

Brands that attach themselves to causes without authenticity get called out for “purpose-washing.” In this lesson, you'll explore real-world examples of purpose-driven brands and start choosing a cause that aligns with your values and business goals.

## Scale Your Brand Through Purpose-Driven Strategy

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4

### Turn employees into authentic brand ambassadors

Purpose-driven brands don't just market their values—they live and breathe them.

5

### Lead with authenticity during a crisis

When crises hit, brands that stand by their values maintain loyalty, while those that waver lose trust.

6

### Scale your brand without losing your mission

As brands scale, there's a risk of diluting their original mission.

- 7** **Measure purpose-driven success beyond profits**  
Traditional metrics focus on revenue and market share, but purpose-driven brands redefine success to include much more.

## Engage Customers and Build Brand Loyalty

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- 8** **Tell brand stories that drive action**  
Facts tell, but stories sell—especially for purpose-driven brands.
- 9** **Turn customers into loyal brand advocates**  
The most successful brands don't just have customers—they have evangelists.

## Conclusion

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- 10** **Build a brand that leaves a lasting legacy**  
Thank you for taking this course!

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