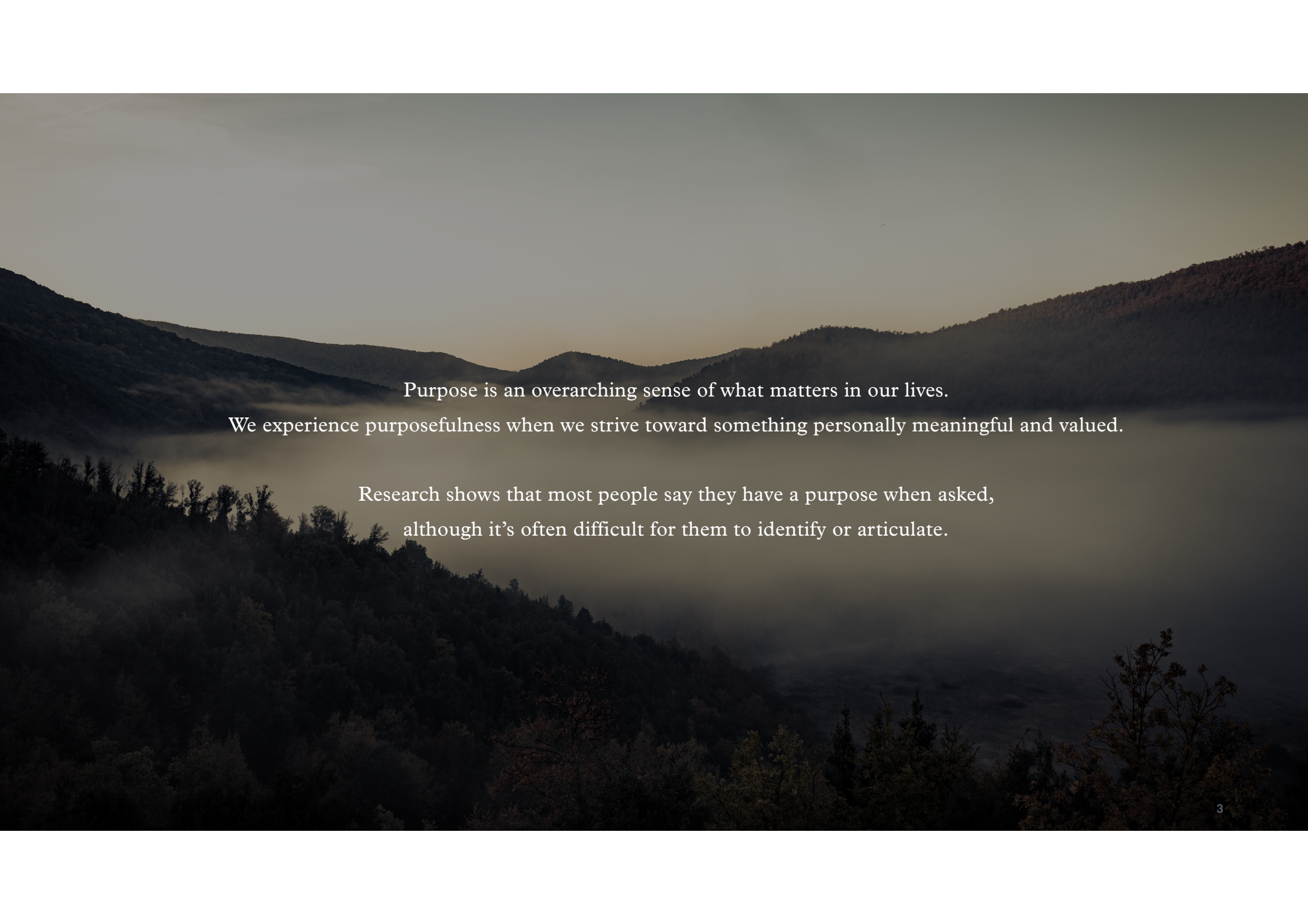
The background is a complex mural of a domed ceiling. It features a central rectangular panel with a floral design of yellow and blue flowers. Surrounding this are four arched sections, each containing a figure: a person in a yellow and white outfit at the top, a person in a green dress playing a flute at the bottom, and two other figures on the sides. The entire design is framed by ornate, symmetrical borders with yellow and red floral motifs. The text "Normal . presents" is overlaid in the upper center.

Normal . presents

Igniting Purpose

July 2021



Purpose is an overarching sense of what matters in our lives.
We experience purposefulness when we strive toward something personally meaningful and valued.

Research shows that most people say they have a purpose when asked,
although it's often difficult for them to identify or articulate.

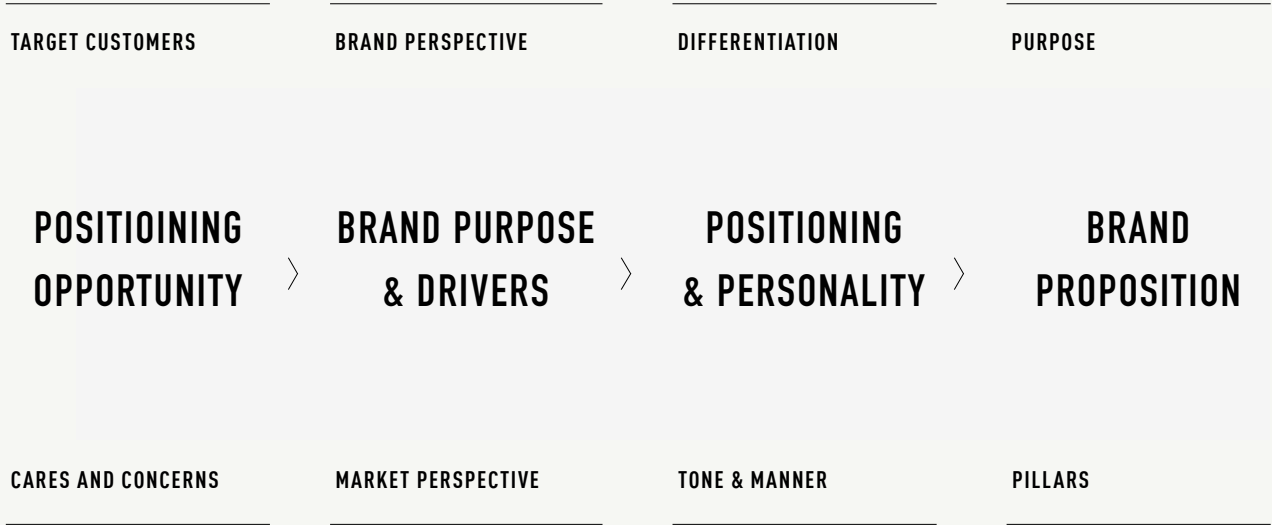
inter / section

Brand Identity Model

purpose . values . drivers

Brand identity is manifestation of what you **stand for**. Normal seeks that identity at the intersection of your brand's **purpose**, your customer's **values** and market **drivers**. Normal . adopts four-step approach of target segment cares and concerns, brand values and drivers, positioning and personality to arrive at brand proposition.

Brand Identity Model



Your Purpose

Nine types of individual purpose

Do you know your life's purpose?

Overview

9 values

Explore 3 value combinations

Free spirit

Achiever

Caregiver

Your life purpose can be mapped to nine universal values. You have access to all nine to some degree, but the exact mix is unique to you. Our research uncovered three common patterns based on these values: the free spirit, the achiever, and the caregiver. Are you like one of these? Or do you identify as something else entirely, based on your own combination of the nine values? And what does it mean for your life at work?



Group Exercise 1

Explore your value combination

when do i feel most alive ?

Intersection of Individual and Brand Purpose

reimagining your brand through individual purpose

A photograph of a dense forest with tall, slender trees and vibrant green foliage. In the foreground, there are patches of purple flowers, possibly lavender, growing among the grass. The scene is bright and sunny, with light filtering through the leaves.

Sentient Escapist

mindful. liberated. proactive. progressive

sentient: (*adj.*) *ability to feel and experience things*

‘Sentient Escapist’ is a mindset that cuts across lines of identity.

Ultimately, their consumption habits is based on a structured belief to be independent, mindful and contribute, progressing themselves and their communities in their lifestyle.

Sentient Escapist’s quest is for progress-optimised high-end lifestyle – asking not for their selves to be seen, but to mean.

Group Exercise 2

Reimagining your business through
individual purpose

Reimagine the next normal

While it may be early days in understanding precisely how each of your individual purpose connects to what you want and need from your brand and organisation's purpose — now is the time to start figuring it out.

Treat this as the beginning of an ongoing conversation about purpose, meaning, and what you want from your brand.

Reimagine the next normal

Hard work starts when reimagining and reforming your business with individual's purpose in mind. Embedding and activating individual purpose more thoroughly in the various elements of **what your brand standards for** will take hard work and commitment.

In the following is how your organisation feels how ready (prepared) the brand is in addressing the cares and concerns of your target customers.

*How prepared do you feel your business is
in what your brand stands for?*