

Purposeful Ambition in a Changing Environment

Or... Maintaining Culture in a Changing Environment

Hello.

- Primary School Teacher
- Bush Banker
- Marketer
- Resident Student
- Wealth Management
- Advertising

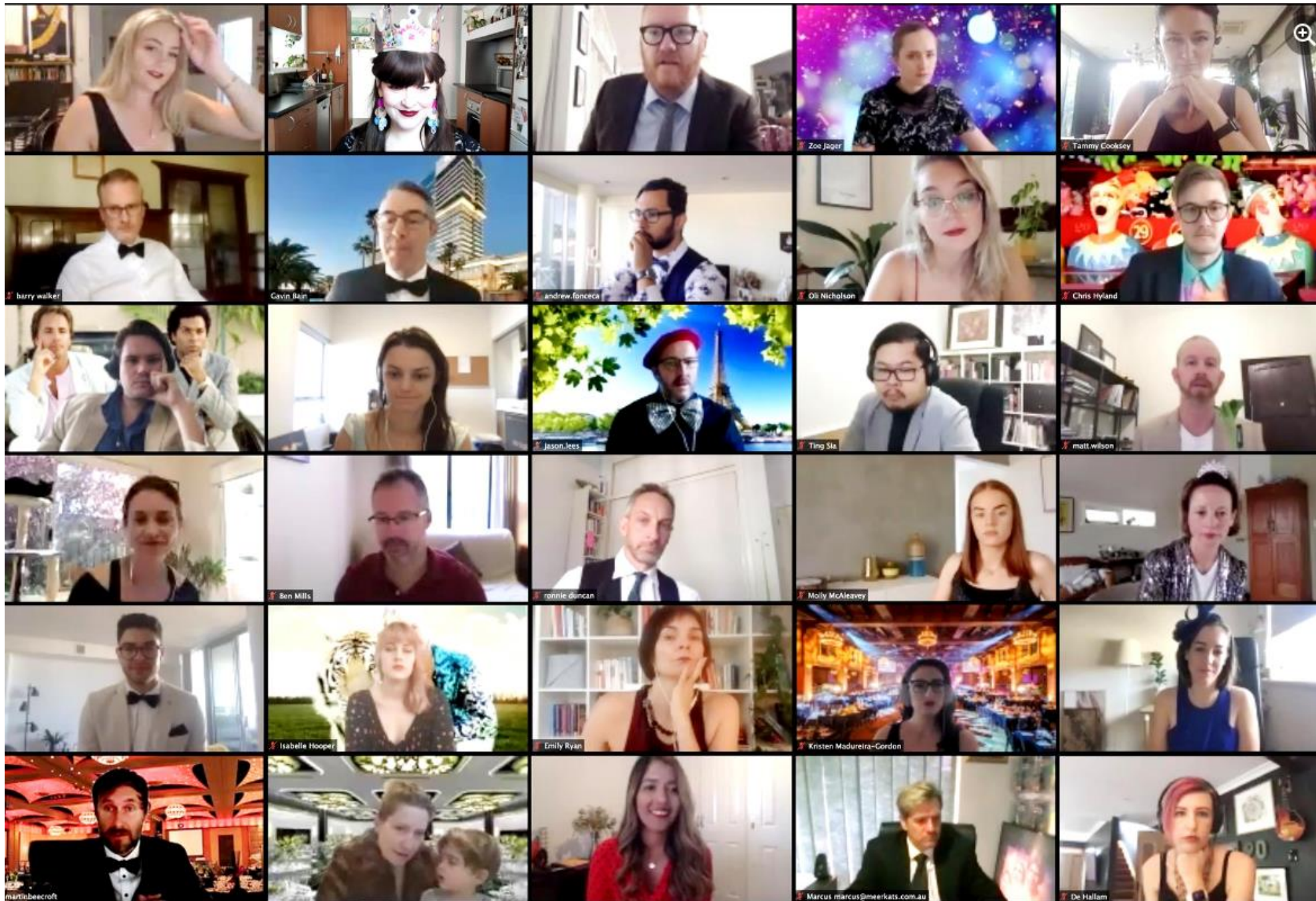




+ WUNDERMAN
THOMPSON



+ WUNDERMAN
THOMPSON



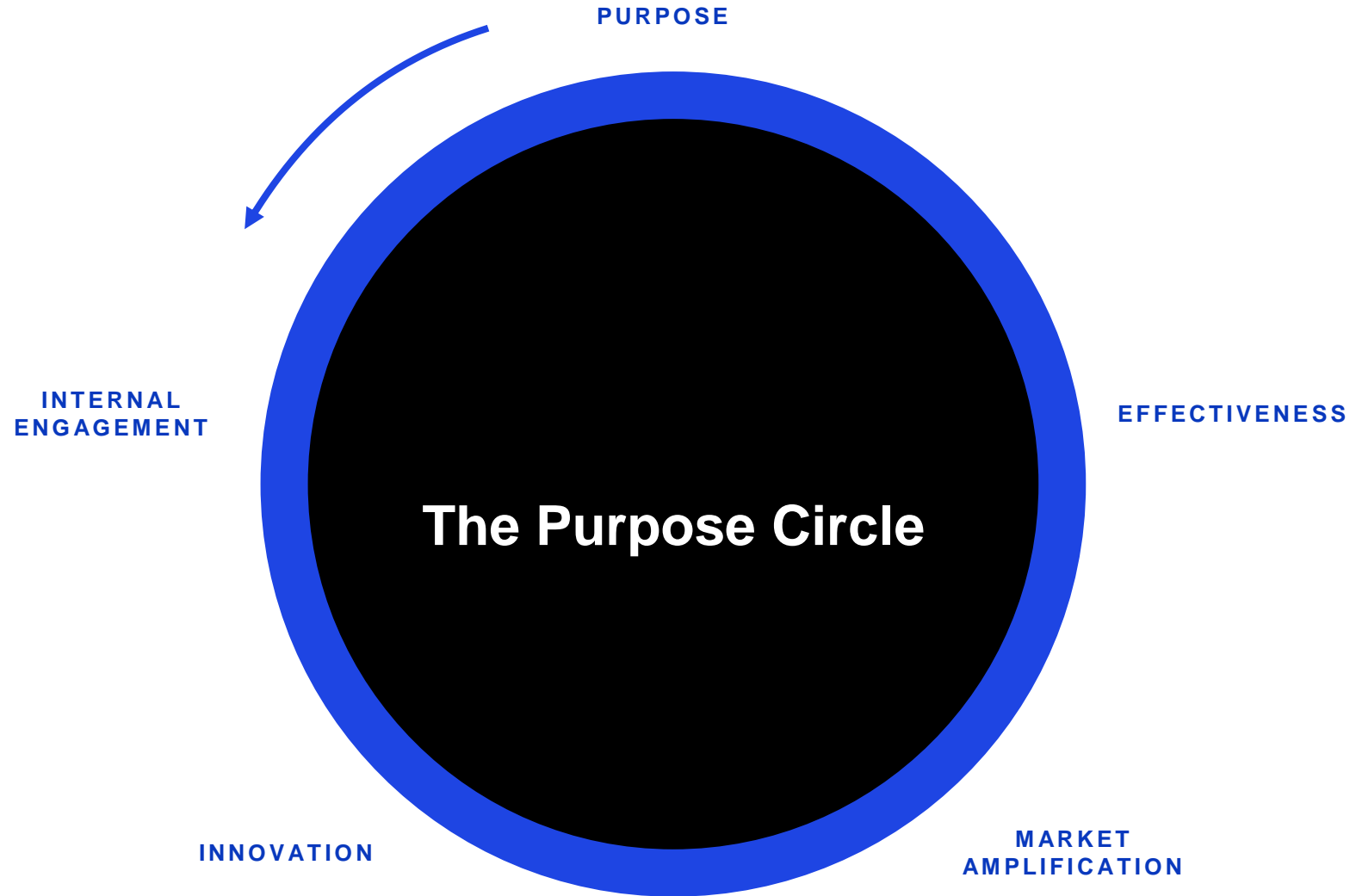


Today is a conversation.

THE SHIFT TO PURPOSE-LED BUSINESS

| FROM: What (Position-led) | TO: Why (Purpose-led) |
|----------------------------------|------------------------------|
| Point of Difference | Point of View |
| To Market | To Serve |
| Employees | Missionaries |
| Consumers | Advocates |
| Contract with Customer | Covenant with Customer |
| Communications | Communities |
| Ads | Actions |
| Social Responsibility | Social Opportunity |
| Loyalty | Love |
| Transactional Leadership | Transformational Leadership |
| Next Quarter | Next Quarter Century |

APPROACH



share your affection,
voice your feelings.

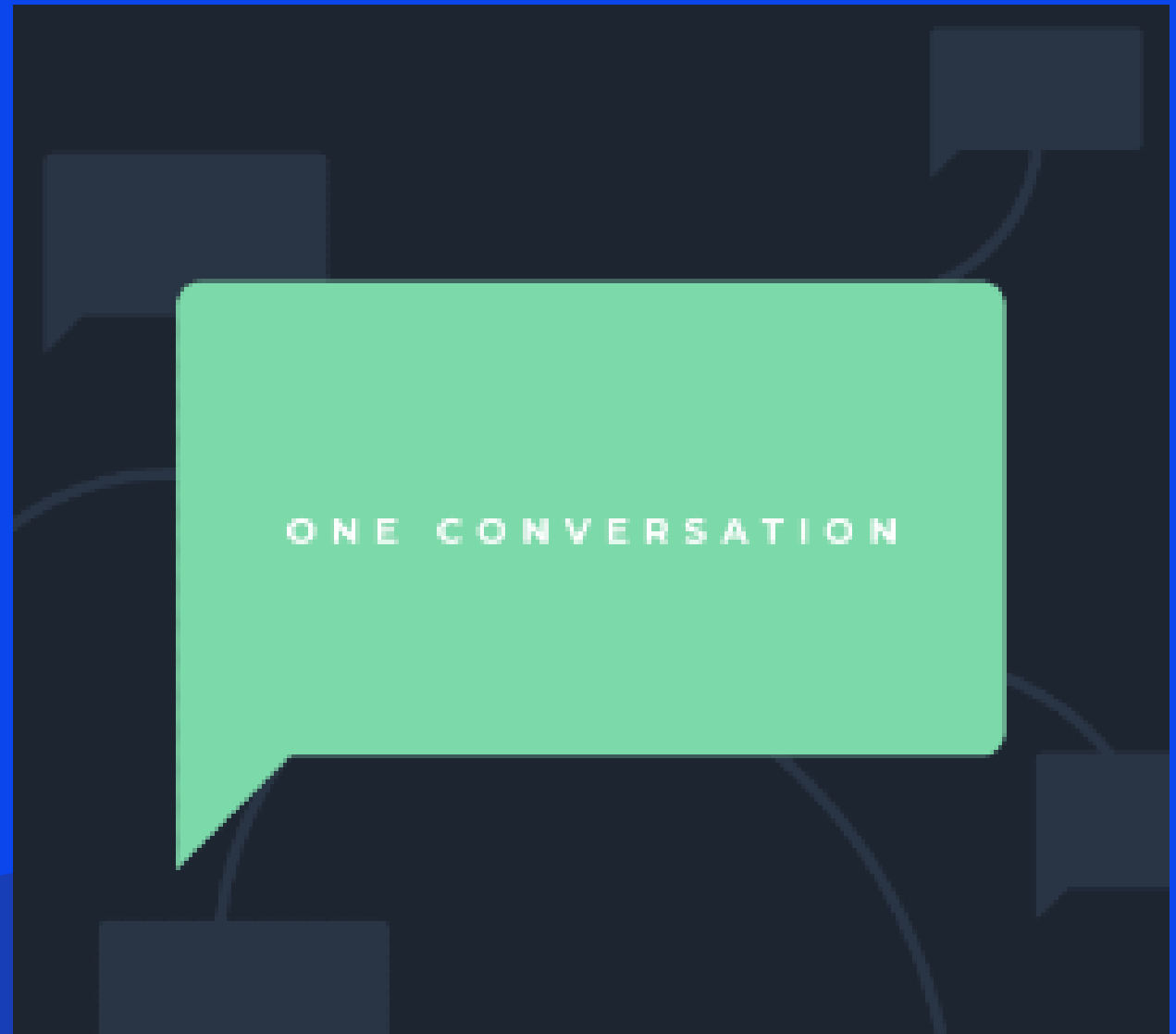
leave your mark.




Two simple rules.

Clear is kind.
Unclear is
unkind.

The power of One Conversation



A black door with a sign that says "Please leave your ego at the door." The sign is rectangular, light-colored, and mounted on the door with four dark circular fasteners. The door has a decorative, recessed rectangular frame.

Please leave your ego at the door.

1. Trust

2. Discipline/ Self Control

3. Critical Thinking/ Judgement

4. Self Awareness

5. Empathy

I think there's another trait that could be
even more important...

Gav's Bonus 6th Leadership Trait

Gav's Bonus 6th Leadership Trait

Vulnerability

To feel is to be vulnerable. Believing that vulnerability is weakness is believing that feeling is weakness.

“There’s a crack in
everything. That’s how the
light gets in.”

Leonard Cohen.



W E A R E

WUNDERMAN THOMPSON

We believe the future belongs to brands who are ambitious
about contributing to their people and the world.



almaaaxx09
The poor KitKat 🍫
20h ago Reply

The Head Gaffa @GaffaHead · 4h
Replying to @kitkat_auz
Nearly this goes against the design intent

Sewer Rat Ella @ellazadig · 15h
Replying to @kitkat_auz
What kind of monster bit into this innocent KitKat instead of breaking the fingers off like a civilised person?????

ohn Francis Gigantana
he way you ate the KitKat triggered me 🤔🤔🤔
1h ago Reply

istay
Don't know how to eat Ur own chocolate

Replying to @kitkat_auz
It's my secret too 🍫🍫🍫

Xena @xenaswanderlust · 2h
Who the fuck eats a kit-kat like this?
Just buy the chunky 🍫

toydotgame @toydotgame · 5h
Replying to @kitkat_auz
I cannot find the "No" button. Please help.

Alodie
Finally someone who actually eats it like that!
5h ago Reply

LGarre @lcarterfic · 4h
Replying to @kitkat_auz
You'd think a wizard would know their own...



Your Square Squad

Questions?