

Activate Brand Purpose

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*How to harness the power of movements
to transform your company*

Scott Goodson and Chip Walker



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Scott

For my wife, Karin, and sons, Jacoby and Ellis.

Chip

For my dear friend Elissa – I couldn't have gotten here without you.

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ABOUT THE AUTHORS

Scott Goodson, based in New York, is the founder and CEO of StrawberryFrog. For the last 25 years, he has worked with some of the world's most iconic companies including Google, Emirates Airlines, Heineken, Coca-Cola, Jim Beam, Mercedes, Mahindra, and Walmart. He invented the concept of *Movement Thinking*, an approach that uses the principles of societal movements to solve marketing and leadership challenges. Scott has lectured on the subject at Harvard Business School, Columbia, Cambridge, TEDx, on BBC World Service, NPR, CNN, and has appeared in the *New York Times*, *Financial Times*, *Wall Street Journal*, *The Economist*, *Harvard Business Review*, *Fast Company*, *Inc.* and *Forbes*.

Chip Walker, based in New York, is the head of strategy and a partner at StrawberryFrog. He's recognized for his expertise in brand creation and re-invention, and has led the charge in transforming brands such as Goldman Sachs, Lexus, Bank of America, Jim Beam, and Heineken. Chip is a frequent speaker at some of the branding world's major events, including the Cannes Lions Festival, the Advertising Research Foundation, Sustainable Brands, and the Conference Board. His writing and opinions have appeared widely in places like *Adweek*, *Admap*, *Chicago Tribune*, and CNBC.

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Scott Goodson and Chip Walker
StrawberryFrog (not in our offices in the
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ABBREVIATIONS

ACS	Affiliated Computer Services Inc.
Amex	American Express
ANA	Association of National Advertisers
B2B	Business-to-business
BHAG	Big hairy audacious goal
BLM	Black Lives Matter
BS	Bullshit
CEO	Chief executive officer
CFO	Chief financial officer
CHRO	Chief human resources officer
CMO	Chief marketing officer
CSR	Corporate social responsibility
CV	Curriculum vitae
DNA	Deoxyribonucleic acid
ESG	Environmental, social, and corporate governance
EVP	Executive vice president
EY	Ernst & Young
FAB	First Abu Dhabi Bank
FGB	First Gulf Bank
GPTW	Great Places to Work
HBR	<i>Harvard Business Review</i>
HR	Human resources
IBM	International Business Machines
IT	Information technology
LBH	LifeBridge Health
LGBTQ	Lesbian, gay, bisexual, transgender and queer
M&A	Mergers and acquisitions
MAT	Medically assisted treatment
MD	Maryland
NAACP	National Association for the Advancement of Colored People
NBAD	National Bank of Abu Dhabi
NBFC	Non-banking finance company
OECD	Organisation for Economic Co-operation and Development

PPI	Purpose Power Index
PR	Public relations
PTSD	Post-traumatic stress disorder
PwC	PricewaterhouseCoopers
REI	Recreational Equipment, Inc.
SUV	Sport utility vehicle
SVP	Senior vice president
TED	Ted Conferences
TP	Toilet paper
UAE	United Arab Emirates
UK	United Kingdom
US	United States
USAA	United Services Automobile Association
VP	Vice president
VUCA	Volatility, uncertainty, complexity, and ambiguity
VW	Volkswagen
WEF	World Economic Forum

