

# Imagine brands as a force for good





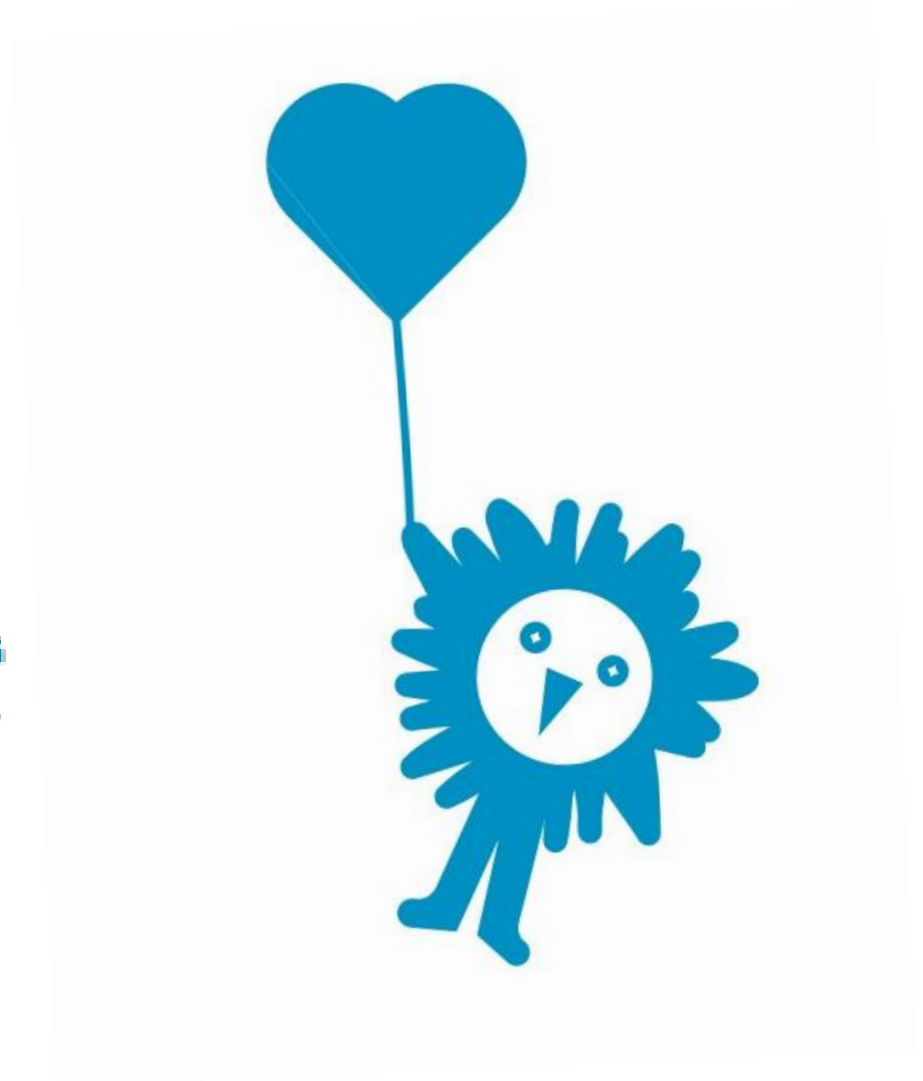
**innate motion**  
Humanizing Business Relationships



**Connect on a  
human level  
and you will  
find value.**



INSPIRING AND FREEING  
THE GOOD IN ALL OF US.



# Imagine brands as a force for good



# A firm belief

**We believe that business can no longer operate independently from society and still expect sustainable financial growth.**

**A movement of social capitalism and social entrepreneurship is growing and corporate leaders must join in order to thrive.**

# A personal call

Do you recognize that money and meaning are merging into the corporate world?

Are you pushing your company to consider ethical and environmental impact in their business strategies?

Then this is for you.

# The dawn of a new age

## FROM

### SCARCITY

We live in a world where a thing's value is judged by its scarcity, its rarity, by how few people have it.

### ISOLATION

In this world, autonomy has led to anonymity, separating people from their communities.

### SELF INTEREST

Operating in isolation, we are motivated primarily by self-interest, unable to attune ourselves to others and their needs.

### APATHY

We are bogged down by feelings of apathy, creating a culture that lacks compassion.

### INTENT

Most of our ideals are things that are said, rather than acted out, bringing little validity to our aspirations.

## TO

### → ABUNDANCE

Imagine a world where we no longer operate on a model of scarcity, where the things we value are not things for only a few, but for many.

### → INTERDEPENDENCE

We no longer function as silos but, rather, are held together by a global sense of interconnectedness, a need to be part of something larger.

### → ALTRUISM

Being part of something larger, we abandon selfish motivations, adopting a sense of altruism that lifts up those in need.

### → EMPATHY

Suddenly, we possess a collective empathy that expresses a growing interest in social good.

### → ACTION

All of these changes unite and provoke us to do. It is no longer enough to intend. This new world is a place of action. A place of BeDo.

# Creating brands for good

Brands have a unique power to shift people's behavior and build their identity, while creating sustainable marketplaces.

Imagine a brand conceived and built not around more consumption but around more good.

# Imagine brands as a force for good



What's your personal story?  
What brought you here?



**Be  
Do**

What's the world calling you  
to become?



**Be  
Do**

What's the human side of your project?  
How will it touch people? Why would anyone care?



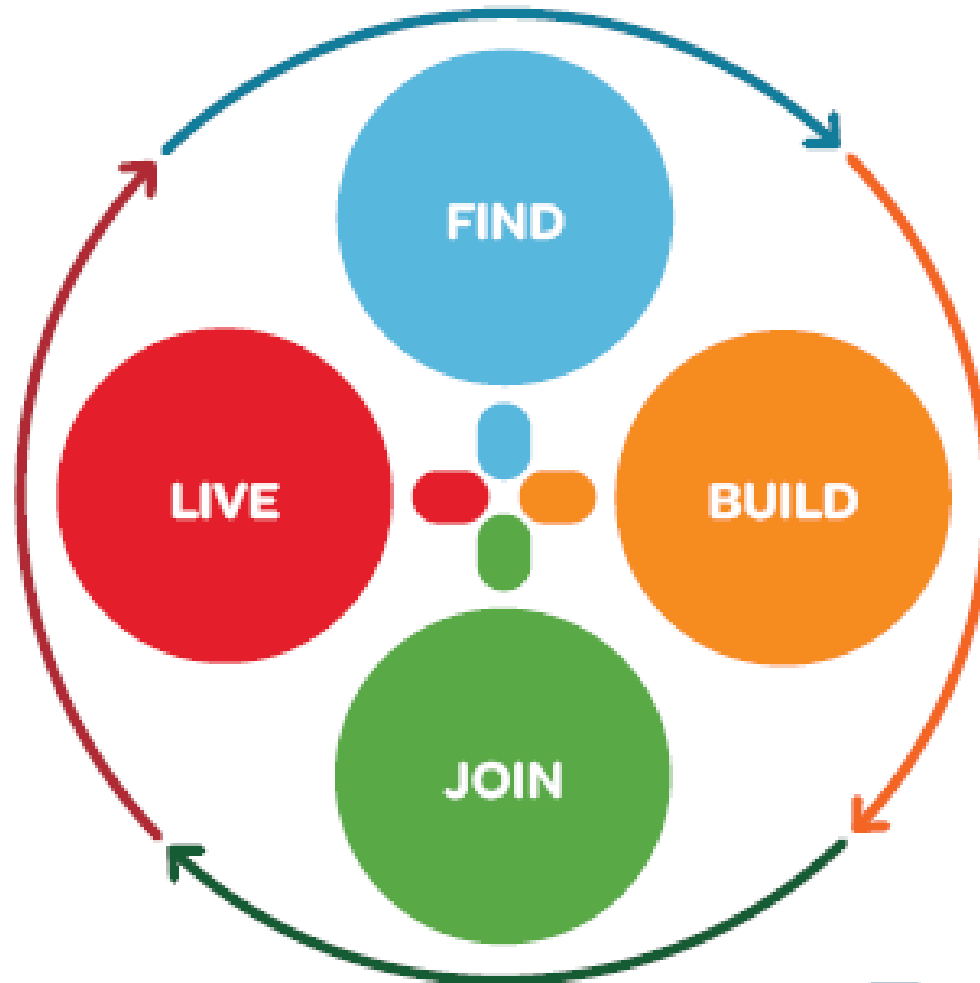
How will your project add value and  
build on the goals of your company?



# Imagine brands as a force for good



# From discovery to action in 4 steps



# FIND

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DISCOVERING THE INTERSECTION OF  
HUMAN AND BUSINESS INTERESTS

Be  
Do



The BeDo Method

# BUILD

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DEVELOP A SOCIAL ACTION PLATFORM



The BeDo Method

# JOIN

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ACTIVATE MOBILIZERS + VEHICLES FOR CHANGE

**Be  
Do**



The BeDo Method

# LIVE

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ENGAGE STAKEHOLDER GROUPS AND  
CELEBRATE A MISSION-DRIVEN CULTURE

**Be  
Do**



The BeDo Method

**Vital Brands**  
**Answer what the**  
**world is calling**  
**them to become.**

**Vital Brands  
Lead and  
innovate with  
a deep sense  
of purpose.**

**We help brands  
become vital  
through deeply  
relevant human  
connections**



[www.in8motion.com](http://www.in8motion.com)