



PURPOSE-DRIVEN STRATEGY

Zachary Leighton - **RELIANT CREATIVE**

Introduction

- Zachary Leighton
- Creative Director & Founder



“Great stories told well can inspire action and mobilize the Church.”

Origin



Joseph Campbell
The Hero's Journey



Simon Sinek
Start With Why



Carl Jung
Jungian Archetypes

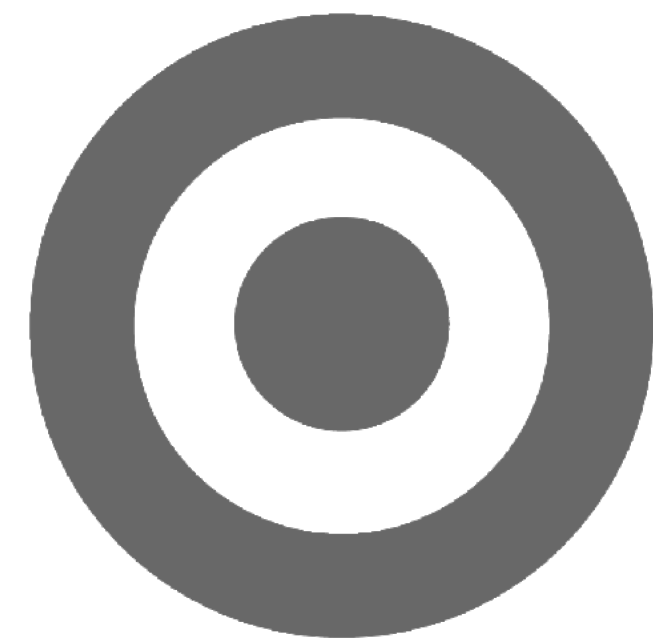
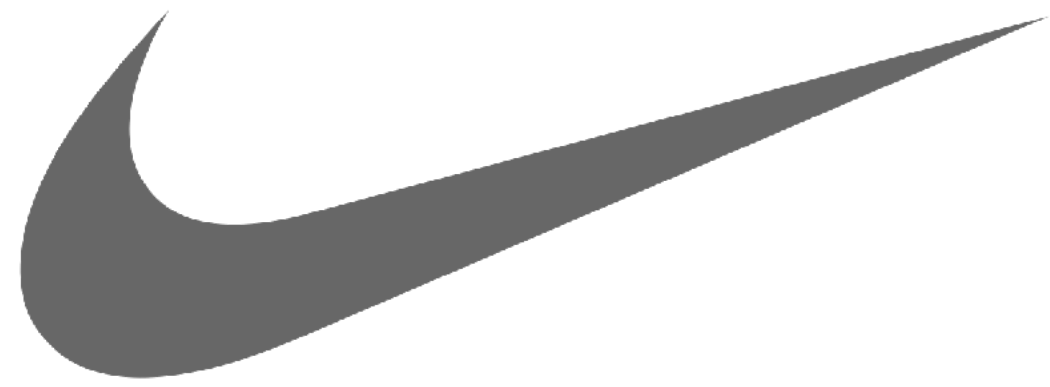


Jonah Sachs
"Story Wars"



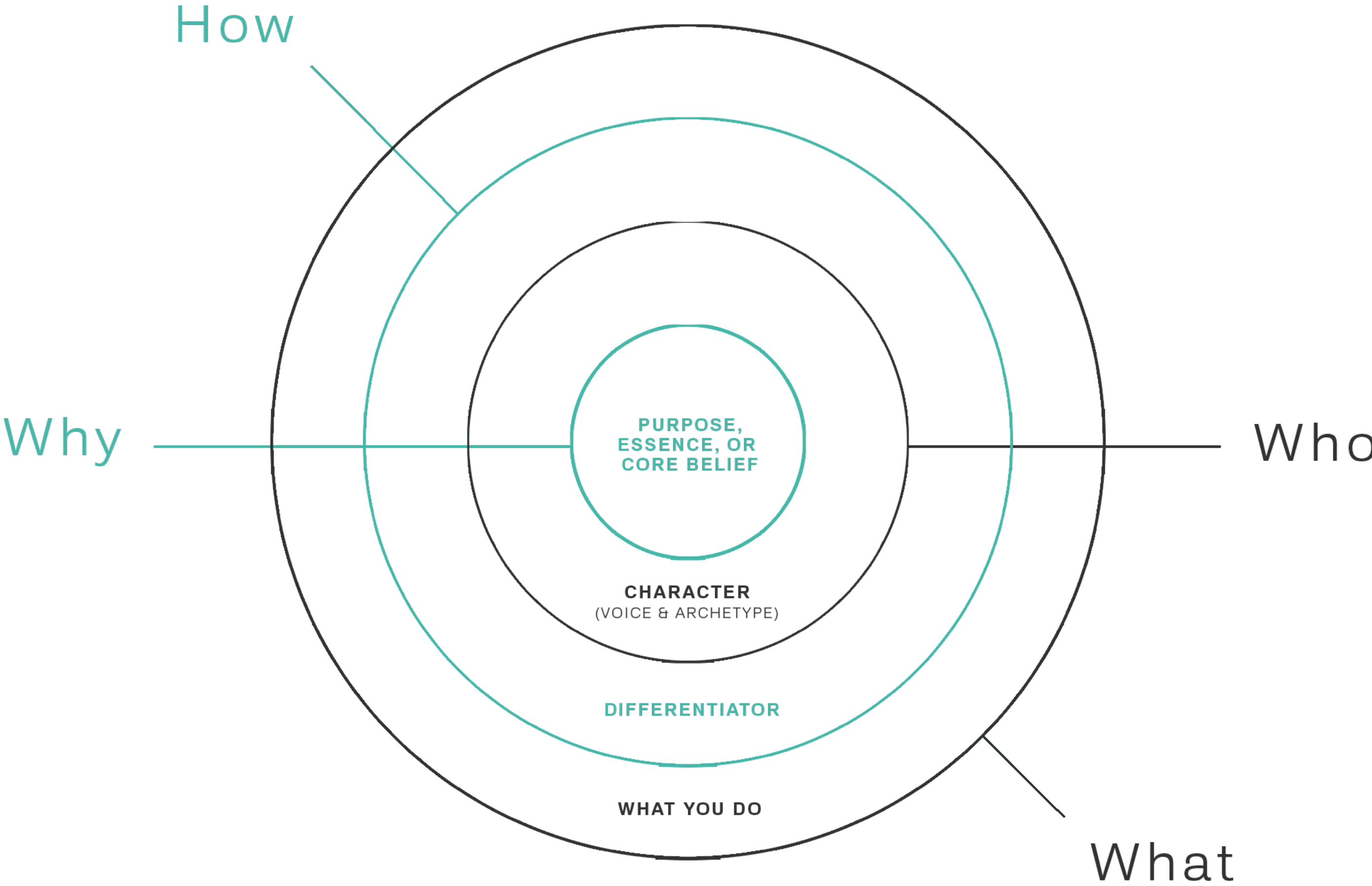
Donald Miller
Story Brand

Why Does this all Matter?



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The Golden Circle



Start with Why.

Simon Sinek

“There are only two ways to influence human behavior: Inspiration and Manipulation.”

**Why is your purpose,
cause, or core belief.**

Humans want to belong
and shared beliefs allow us
to feel that we belong.

The limbic brain = gut feelings that drive behavior

Who?

Discovering an archetypal character foundation to create a unique personality and voice.

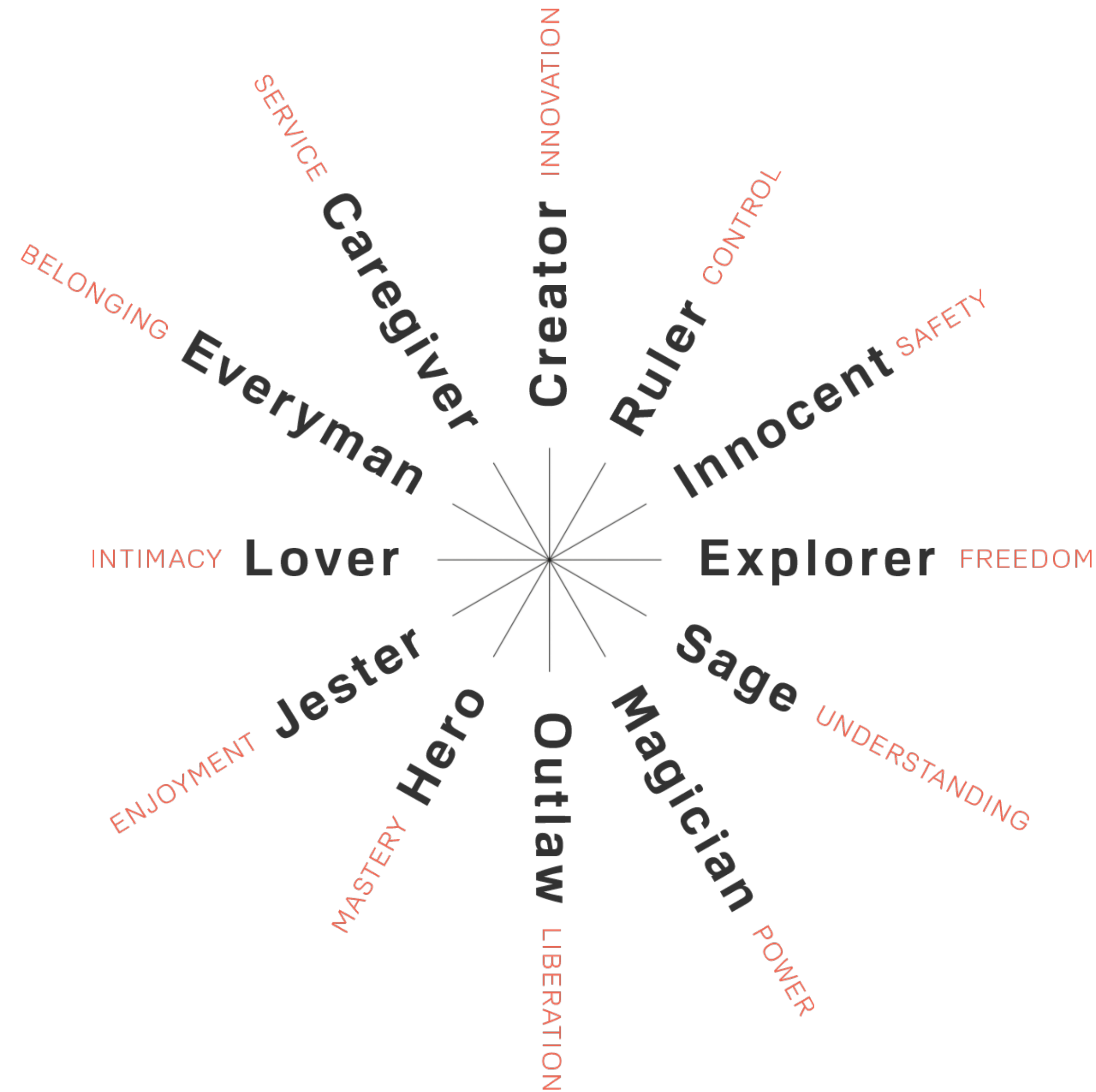


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You are not the hero!

Your donor and your beneficiary are the hero and your ministry is the mentor guiding them along in their journey.

ARCHETYPES

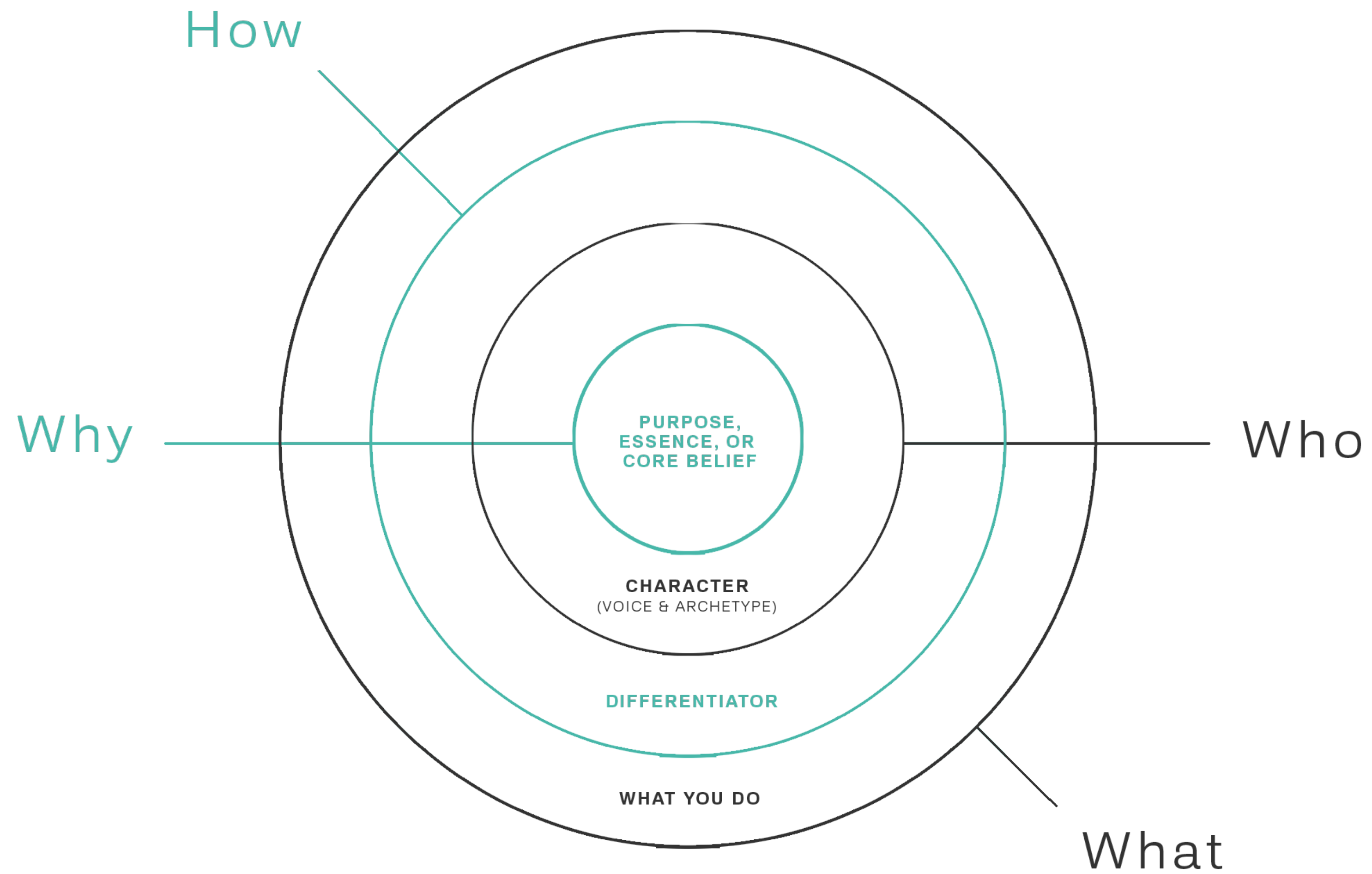


CORE DESIRES

How?

Your organizations unique offering to the world.

How - it's your unique differentiator that is relevant to your donors. It's the actions you take to deliver on your why.



Case Studies



“Everyone deserves access to quality education.”



“End slavery in our lifetime.”



charity: water

“Solve the water crisis in our lifetime.”

NEW STORY

“Pioneering solutions to end global homelessness.”



“We’re in business to save our planet.”



“The life outdoors is the life well lived.”

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The Benefits of Purpose-Driven Messaging

- Clear Direction and Clarity in Communication
- Long Term Consistency
- Purpose will drive and inform your stories
- WHY, WHO, HOW, and WHAT will permeate throughout your strategy and messaging.

Purpose Statement

Why do you exist? What do you believe? What is the moral of your ministry story?

What makes up the purpose statement?

- Formula: When we do this, this thing happens.
- A truth put into action that creates a result.
- If you can, make this statement a word picture.
- This statement is the WHY behind your ministry.

Mission Statement

The purpose of the mission statement is to prove your WHY is true.

What makes up the mission statement?

- Formula: Character & Conflict/Problem > Destination/Solution > Stakes/Results
- Avoid vague, obscure, ambiguous language

Download

Strategy & Messaging Map

Resources

Books

- Simon Sinek - “Start with Why”
- Joseph Campbell - “The Hero with a Thousand Faces”
- Jonah Sachs - “Story Wars”
- Carl Jung - Google “Jungian Archetypes”
- “The Hero and the Outlaw” - Margaret Mark and Carol Pearson
- Christopher Vogler - “The Writer’s Journey”

Videos

- Every Story is the Same - <https://youtu.be/LuD2Aa0zFiA>
- Dan Harmon Story Cycle - <https://youtu.be/-XGUVkOmPTA>
- Jonah Sachs Story Wars - <https://youtu.be/o69xW8wtBhk>
- Start with Why - <https://youtu.be/IPYeClXpxw>

Articles

- Jesus and The Hero’s Journey - <https://everydayexiles.com/2018/11/19/jesus-and-the-heros-journey/sageblalock/#.XaSoUi2ZPGJ>
- Moses and The Hero’s Journey - <https://everydayexiles.com/2018/11/05/moses-and-the-heros-journey/sageblalock/#.Xn-QI9NKjGK>
- * [UGC is 35% more memorable](#)
- * [UGC gets 4x higher click-through rates](#)
- * [UGC results in 29% high web conversions](#)
- * [YouTube UGC gets 10x more views](#)
- * [41% of consumers only need between 1 and 4 UGC reviews to purchase](#)

Resources

- <https://www.reliantcreative.org/wp-content/uploads/2020/07/StrategyMessaging-Map.png>

www.reliantcreative.org

*Ministries are busy doing ministry work and don't have time to tell their stories.
God is at work globally in powerful ways and those stories inspire action.
We partner with Christian ministries to tell engaging stories that mobilize the Church.*



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Thank You!