

Culture Rewrite: Finding Your Brand's Purpose

presented by



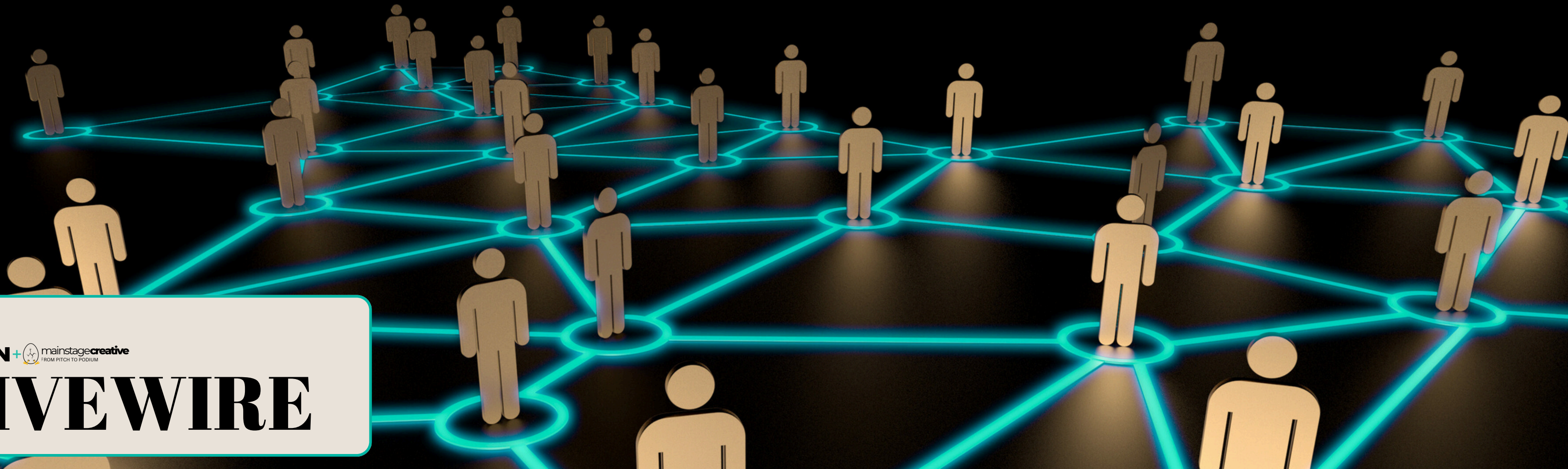
MIKE BREWER



KYLE NELSON



DIANA NORBURY



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FROM PITCH TO PODIUM

LIVEWIRE



80%

**employees feel
disconnected to their
organization's culture
(Gallup)**

80%

**believe their
organization's culture
must evolve in the
next five years
(PwC)**

61%

**would leave their job
for a better culture
(Built-In)**

AUDIENCE POLL!

On a scale of 1-5, how inspired do you feel by this mission statement?

“Our mission is to provide quality housing and exceptional service to our residents while maintaining safe, clean, and well-managed communities.”



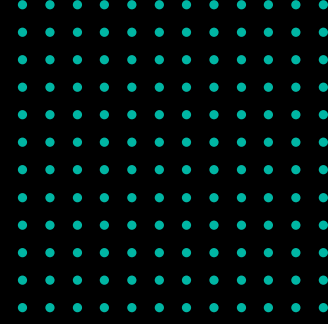
Most culture language is forgettable; this session is about finding your brand's purpose to make it memorable.



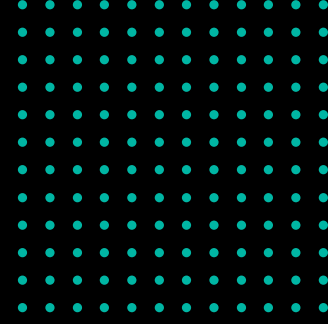
BRAIN CHECK

Identify these
3 brands



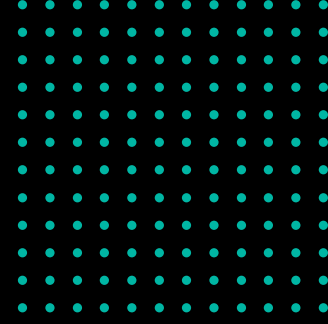



**“To create happiness through
magical experiences”**



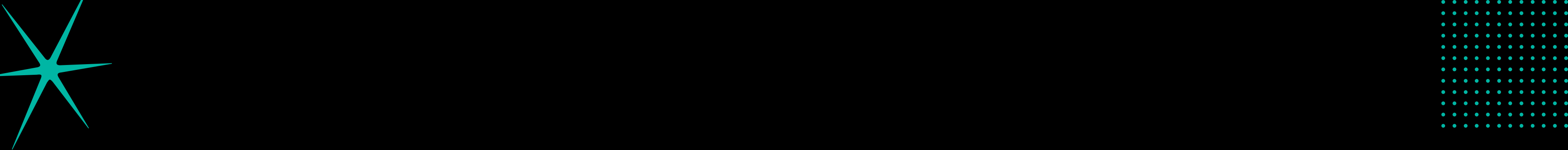
“To create happiness through magical experiences”

DISNEY



**“To organize the world's information
and make it universally accessible
and useful”**

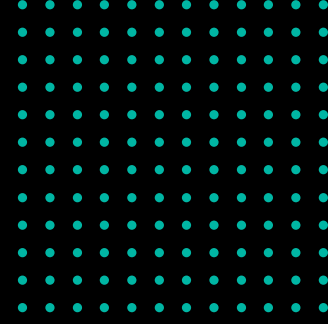
LIVEWIRE 



**“To organize the world's information
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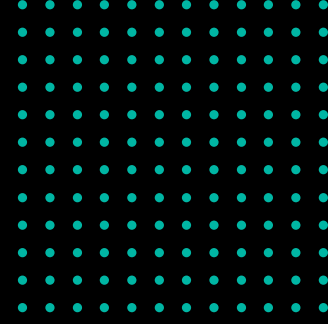
GOOGLE

LIVEWIRE



“To connect professionals to make them more productive and successful”

LIVEWIRE 



“To connect professionals to make them more productive and successful”

LINKEDIN

LIVEWIRE

Mission vs. Culture vs. Brand Purpose

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What you do

MISSION

A functional statement of the organization's core work or offering.

"We provide affordable housing solutions."

Often generic, static, and inward facing. Doesn't evoke emotion or differentiation.

How you do it

CULTURE

Values that drive the lived experience of employees; how people behave, collaborate, and feel day-to-day.

"We show up with purpose, take ownership, and create experiences our teams are proud to deliver."

Culture is shaped by leadership, reinforced by behavior, and felt through interactions.

Why you do it

PURPOSE

The emotional and strategic heartbeat of the brand. It connects internal culture to external impact.

"To provide homes that feel personal, not just practical."

Acts as a solid foundation for your business, and every decision you make should connect back to what the brand stands for.

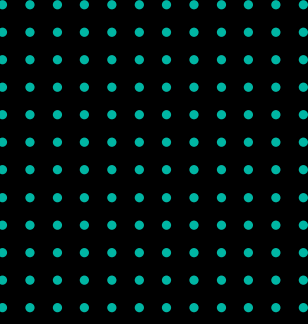
Brand Purpose in Action

pillar
PROPERTIES

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PILLAR PROPERTIES

“To be the standard-bearer for how people expect to be treated, internally we call it being Quietly Awesome”



Moment of Pride

Kudos Culture Leader Award
for 2024 and 2025 (and
hopefully 2026!)

Puget Sound Business
Journal's Best Places to Work
for a number of years

Pillar's driving values

- Excellence
- Passion
- Innovation
- Commitment

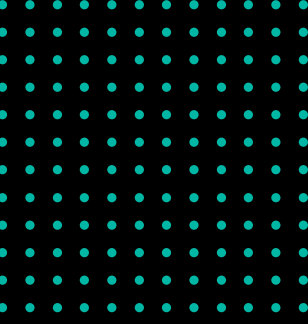
We call it being **EPIC**, this is
Quietly Awesome in action

Brand Purpose in Action



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SNAPPT

"Snappt exists to put the human
back in leasing"



Moment of Pride

**99.8% document
verification accuracy**

2.4M units protected

Snappt's driving values

- **Be Kind**
- **Live Curiously**
- **Embrace Play**
- **Give a Sh!t**

LIVEWIRE



FINAL THOUGHTS



Which one feels like a brand?

“Our mission is to provide quality housing and exceptional service to our residents while maintaining safe, clean, and well-managed communities.”

“To create spaces where people feel at home, and build communities where care and belonging come standard.”



Where to start



Key Insights

Mission: What you do
Culture: How you do it
Purpose: Why you do it

Attendee Challenge

Audit your culture language to lead with clarity, personality, and purpose.

Call to Action

Write one sentence that feels like your brand.

Start with an action phrase:

- To create (Disney)**
- To organize (Google)**
- To connect (LinkedIn)**



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