

THE COMPLETE TRANSFORMATIVE MODELS



goodvertising! agency

goodvertisingagency.com

INTRODUCTION =

Tools for change

One thing is brand or campaign activities, another is the organisation behind them, and the totality of actions and impact. This PDF gathers all the models, so that you can use them as a handy quick-reference guide for your future transformative output!

The models covered:

2.0 The Arrow

3.0 The Transformative Promise

4.0 Examples of transformative promises

5.0 How to shape a transformative promise

6.0 The WHO void

7.0 The People Transformation Canvas

8.0 The Wheel of Transformability

9.0 Open up your product

10.0 Open up your placement

11.0 Open up your promotion

12.0 Open up your pricing

13.0 Transformative platform

14.0 Check-list for transformative organisation

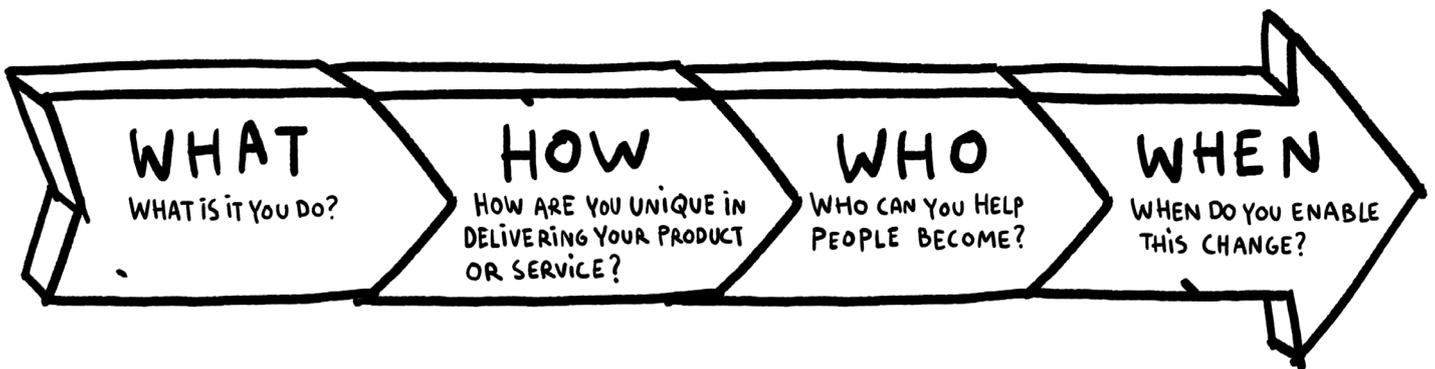
15.0 Unlocking action with S.M.A.R.T.

16.0 The sustainable development goals turned personal

THE MODELS UNLOCKING TRANSFORMATION =

2.0

The Arrow



WHAT product do you sell or service do you deliver?

This is the product you sell or the service you deliver e.g. running shoes.

HOW are you unique in delivering your product or service?

This is what makes your offering stand out e.g. convenience.

WHO can you help people become?

This is the personal transformation you enable e.g. a mindful runner

WHEN do you enable this change?

This is your call to arms: a specific time of day, a situation, a life-phase or a state of mind.

3.0

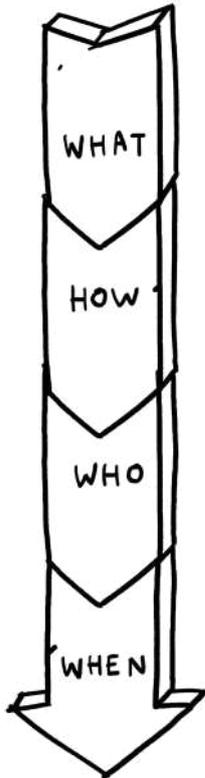
The transformative promise

Def.: transformative promise



A transformative promise is a commitment towards a positive change you enable in people's lives.

The transformative Promise



WHAT product do you sell or service do you deliver?

HOW are you unique in delivering your product or service?

WHO can you help people become?

WHEN do you enable this change?



= Your transformative promise

4.0

Examples of transformative promises



Examples of transformative promises

Oatly: *"Make it easy for people to turn what they eat and drink into personal moments of healthy joy without recklessly taxing the planet's resources in the process"*

Kind Snacks: *"Do the kind thing for your body, your taste buds and your world"*

Nike: *"Just do it"*

Pearson: *"Help people make progress in their lives through learning"*

Apple: *"Think different"*

LEGO: *"Inspire and develop the builders of tomorrow"*

RYU: *"We're here to help you achieve more than your gym goals, RYU is here for your life goals"*

Blinkist: *"Inspire people to keep learning"*

5.0

How to shape a transformative promise



How to shape a transformative promise

1. People-centric

Is the promise focused on an obstacle or benefit?

2. Transformative

Does the promise focus on a personal change or transformation?

3. Specific

Does the promise focus on a specific challenge or opportunity?

4. Active

Is the promise an active encouragement?

5. Operational

How is the promise enabling people across the business?

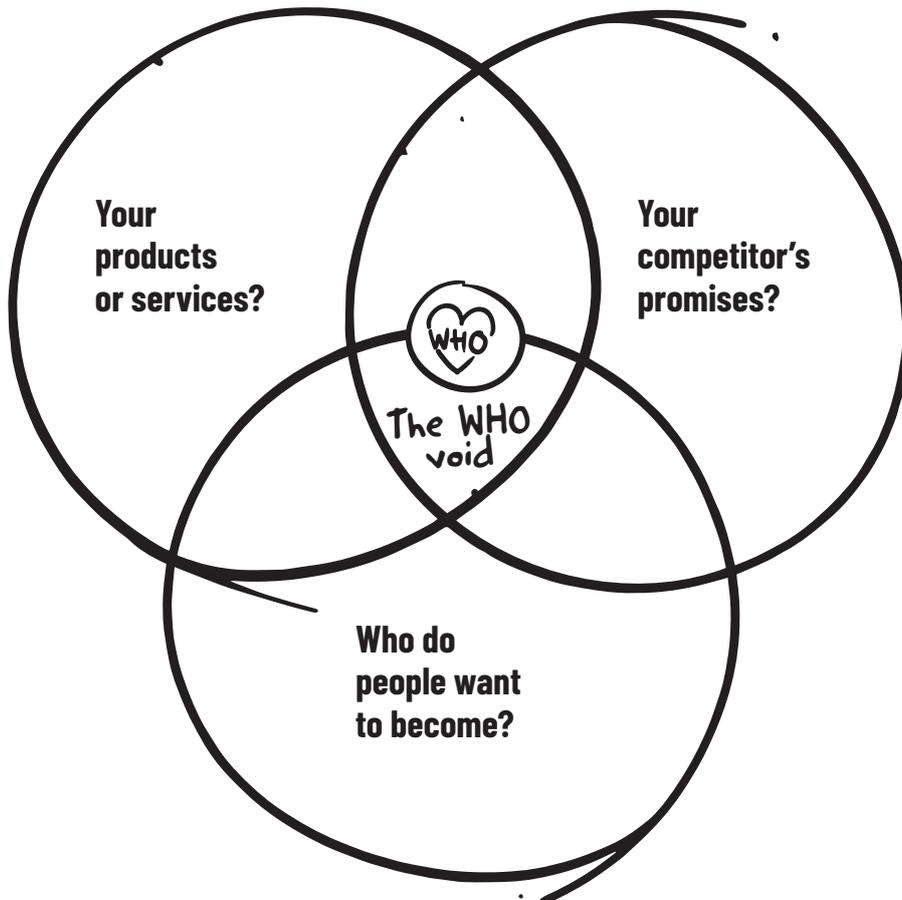
6.0

The WHO void

Def.: WHO void



A differentiating position in the market where an organisation can play a transformative role in people's lives



7.0

The People Transformation Canvas



HOME

Providing people with a safe and secure environment for themselves and significant others. Example: Lifestyle brand, KonMari, is on a mission towards simpler living: Tidy your space, transform your life.



ROMANCE

Enhancing the ability of people to find love and discover new meaningful connections. Example: Dating platform Bumble challenges female users to make the first move, basically eliminating the bro-culture of other dating platforms.



FAMILY

Nurturing deeper connections with family members. Example: The upscale hotel Wyndham offers a digital-detox program, called Reconnected, addressing the vital need for quality family time over screen time.



FRIENDS

Improving friendships and connections and giving a sense of belonging. Example: Kind Snacks says; "do the kind thing for your body, your taste buds & your world".



MINDFULNESS

Unlocking the possibility for people to discover new deeper meaning of altruism, self-esteem, forgiveness, ethics, dignity and respect. Example: The app Calm is on a mission to make people happier and healthier through mindfulness.



WORK

Adding to people's professional development. Example: LinkedIn says: "To connect the world's professionals to make them more productive and successful."



FINANCES

Providing people with the skills and resources to feel economically secure. Example: Next bank enables young people to achieve their financial goals no matter what they are.



HEALTH

Improving people's physical health and wellbeing. Example: Discovery incentivises people to become healthier.



PERSONAL DEVELOPMENT

Making people understand their motivations and fears and helping them realise their goals. Example: RYU says: "We're here to help you achieve more than your gym goals, RYU is here for your life goals."



PASSION, FUN & EXCITEMENT

Helping people explore new horizons, new experiences and follow their passions. Example: Red Bull's relentless focus on "giving wings" to daredevils.



SOCIETAL CONTRIBUTION

Providing people with a possibility to contribute to something greater than themselves and experience community care and service. Example: Precious Plastic's fight against plastic pollution.



EMOTIONAL WELLBEING

Giving people increased confidence, security, vitality and emotional wellbeing. Example: Always is committed to empowering young girls and women around the world.

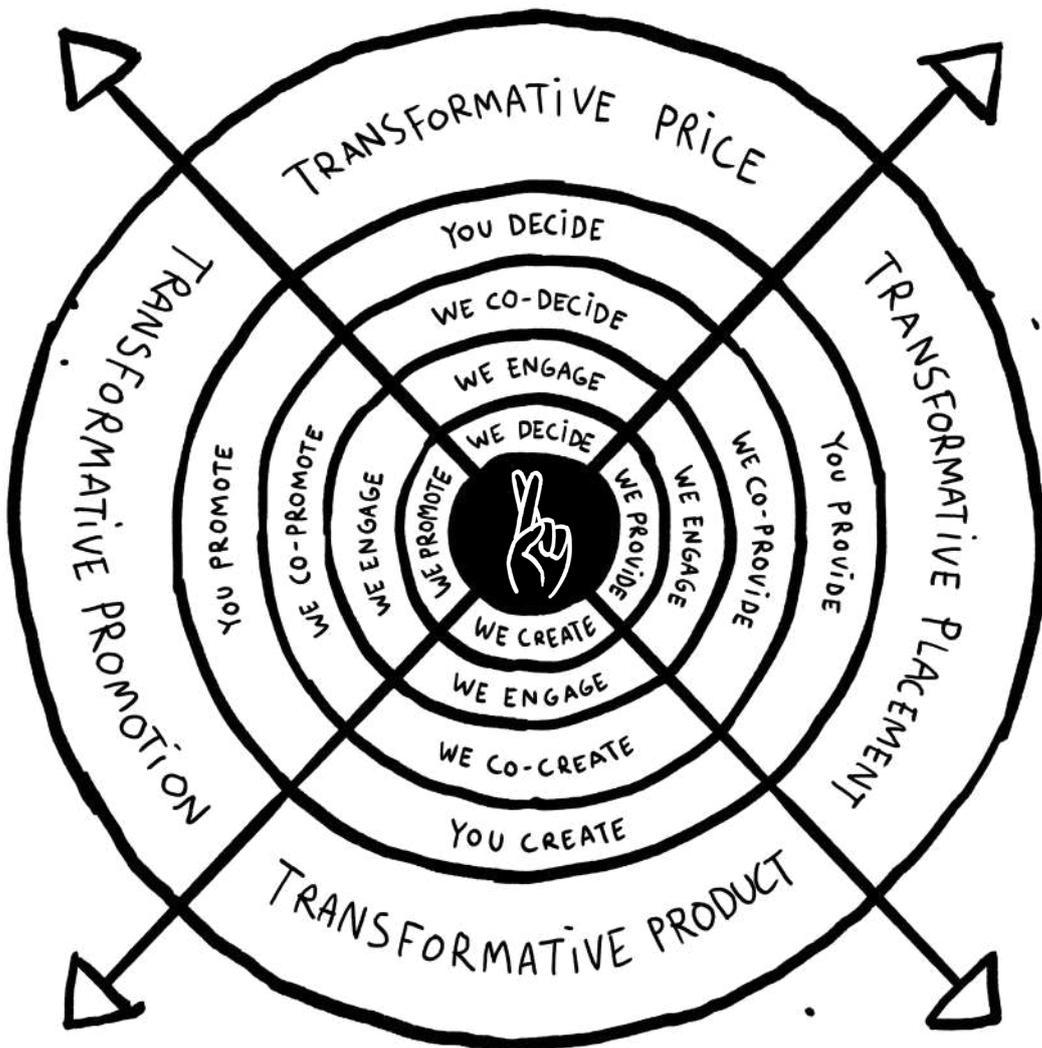
The Wheel of Transformability

Def.: transformability

The ability of an organisation to enable its people to leverage their passions, means and capabilities as a resource in the marketing mix, from product to promotion.

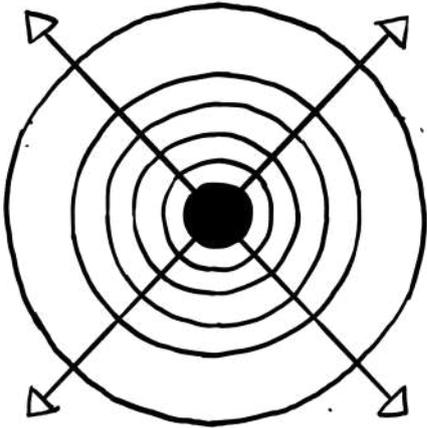
The Wheel of Transformability

Each of the 5Ts represent an opportunity to enable an organisation's stakeholders and each of them individually or in combination offers a growth potential for people and organisation: transformability.



9.0

Open up your product



Open up your product

How can the product or service empower, enable or transform people?

How can the product or service lower the bar of access or offer people access where there was none before?

Can the product or service be made by people?

Can you turn people's capabilities into a service or product?

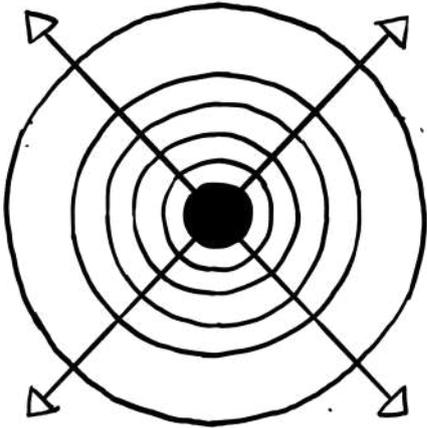
Are there parts of the production where people can have a say?

How can you give people increasing control over a product or service?

How can you make people have a say earlier in the product innovation?

10.0

Open up your placement



Open up your placement

Can you turn people into service providers or product distributors?

Could any of your stakeholders be of help in delivering your product or service?

Think about your current locations, what businesses or entities are nearby and could they be turned into a distributor?

Are there organisations to collaborate with where your customers already frequently use their product or service?

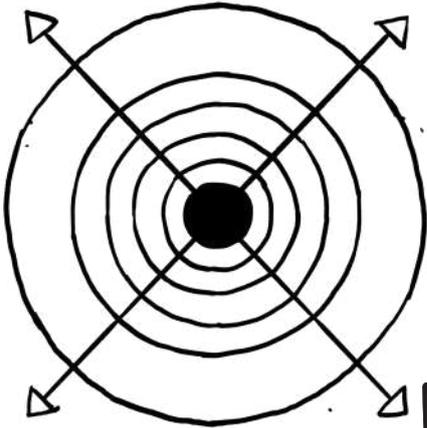
Are your stakeholders often in a certain place you can utilise as a distribution point?

Think about people's day from morning to evening, does that open new possibilities for distribution?

Are there any specific time of year, where it would make sense to turn people into service or product providers?

11.0

Open up your promotion



Open up your promotion

How can you turn people into the messenger?

How can the promotion be part of people's own transformation?

Is your promotion like a game, which can be easily replicated time and time again?

Are people free to re-create the campaign?

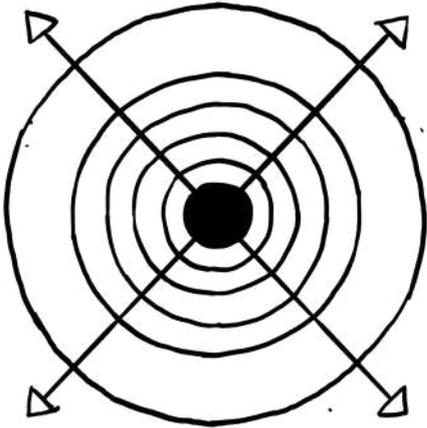
How much can you open up your campaign for people's creativity?

Are there other stakeholders that with advantage can reuse your campaign efforts?

How can your customers help others towards transformation?

12.0

Open up your pricing



Open up your pricing

How can you let people have a say when it comes to pricing?

Can you divide your service or product into different pricing options?

How can you make your pricing more transparent to add value?

Have you asked people what price they'd be willing to pay?

Does any of your competitors give people a choice over pricing?

What's the lowest or highest price point you have tried?

How creative are you with your pricing strategy?

13.0

Transformative platform

Def.: a transformative platform

A communication enabler that allows people to create campaigns or initiatives within a shared framework with a shared goal.

A transformative platform is:

Transformative

set a clear, shared transformative goal or target

Guided

make a set of guidelines or directions

Motivational

aim for action

Creative

make it open for creativity

Replicable

create for re-creation

Common

make it open for everyone

Accessible

make the tools or mechanisms easily available

Relevant

make it relevant for your brand



14.0

Check-list for a transformative organisation



Transformative promise

Delivers on a specific promise to transform people's lives.

Example: Canadian lifestyle brands RYU's mission states, "We're here to help you achieve more than your gym goals, RYU is here for your life goals." They enable people to achieve these goals across the organisation from staff, multi-functional stores to discounts.

Organisational-wide enabler

Leverages the power and capabilities of the organisation to fulfil its promise and enable its stakeholders internally and externally.

Example: Discovery is working with stakeholders like supermarkets and gyms to incentivise healthier living through e.g. discounts on healthy food.

Regenerative operations

Operates in a way that enables the wellbeing, resilience and flourishing of stakeholders, society and environment.

Example: The meal subscription service Aarstiderne is constantly increasing the share of its produce from regenerative, bio-dynamic farming.

Transformative products and services

Delivers products and services that enable people and ultimately realises its transformative promise.

Example: Organisations successful at transforming people as much as possible across the Wheel of Transformability like e.g. Spanish phone company Suop turning customers into service operators.

Transparent, open and participatory organisation

Ensures a transparent, open and participatory way of running its business where its stakeholders have a significant say.

Example: A co-operative model like outdoor retailer REI that ensures its customers have a say, or Dave Hakkens' open-source mindset behind Precious Plastic.

Make WHEN happen with the S.M.A.R.T. formula

When planning behaviour change it's good to keep an eye on the S.M.A.R.T.-model. George T. Doran established the model in 1981 to create a tool for project management to ensure that the objectives of a project were realistic. S.M.A.R.T. stands for Specific, Measurable, Attainable, Relevant and Time-bound.

Specific

As a goal "limit water usage" might sound good, but what does it really mean? How are you going to act on it on a day-to-day basis? Begin with one concrete goal like, take a shorter shower. When you put goals in place always be specific, so you can hold people – and people can hold themselves – accountable. Example: Ariel, when they launched their washing powder for cold washing cycles and asked people to wash at 30 degrees.

Measurable

If your goal is not measurable, how are you going to know if you succeeded? You might want to put a time on it – like four minutes maximum for the shower. There's been plenty of discussion around the effectiveness of marketing in relation to the investment: ROI = Return on Investment. The discussion around ROI = Return on Impact is only developing now. How are you improving people's lives or society? Discovery can track their customer's progress through the vitality app, viewing healthier food bought, gym visits etc - data the company can use to improve its impact.

Attainable

You need to be realistic on people's behalf. Is this really an attainable goal? Nike's mission statement is to „bring inspiration and innovation to every athlete* in the world.“ Pay attention

to the asterisk after „athlete.“ The story goes that it was added by co-founder Bill Bowerman, who explained that „if you have a body, you are an athlete.“ This is an important part of Nike's mission: whether you're Wilson Kipketer, a hobby runner or just someone who likes to wear comfortable sweat pants, there is potentially Nike gear for you at Walmart.

Relevant

It might be difficult to evaluate if the goal is relevant for the individual you have in mind, but nonetheless it's a great reality check. It might sound like common sense, but I promise you, I've experienced tons of times when an organisation put an ask in place that didn't make the best use of people's skills or interests. Movember made testicular cancer relevant to the men by speaking in a tone-of-voice they understood and creating activities that were fun and cool for them to participate in.

Time-bound

Everybody can run a marathon, if time was no issue. Therefore, it's essential to put a time limit in place. How long time should this project or effort run for? Is time a parameter of success? When Microsoft's Bill Gates entered the do-good space with the Bill & Melinda Gates Foundation, he set out to eradicate polio by 2020. Deadlines work, because people commit to a time-bound goal and can plan accordingly.

S.M.A.R.T - 5 questions to ask yourself



SPECIFIC

Can you put a specific, quantitative target in place for the behaviour change?



MEASURABLE

Can you measure the progress towards that target?



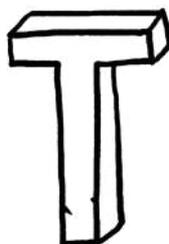
ATTAINABLE

Is the target realistic for people?



RELEVANT

Does the target really connect with people?



TIME-BOUND

When will the goal be reached?



The sustainable development goals turned personal

Translating global challenges into personal opportunities to make change

In 2015 the United Nations set 17 global goals and 169 targets for creating a better and more sustainable future called the Sustainable Development Goals covering global challenges such as poverty, inequality, climate, environmental degradation, prosperity, and peace and justice. The goals opened up the landscape for everyone to play their part and speak a shared language, be they governments, companies, non-profits and individuals. A coalition of organisations set out to translate

each of the wide-ranging, global goals into something you and I can do in our everyday life, called The Good Life Goals. It's worth sharing to illustrate how you as an organisation can make it possible for people to participate. Remember, people really want organisations to show them the way and give them a chance to make an impact. You can see more to the goals if you google The Good Life Goals, but here is an overview of one action per goal.

The Good Life Goals

1 HELP END POVERTY

Buy from companies that pay people fairly

2 EAT BETTER

Buy local, seasonal and fairly traded food

3 STAY WELL

Wash your hands and exercise regularly

4 LEARN AND TEACH

Keep learning throughout life

5 TREAT EVERYONE EQUALLY

Raise kids to expect equality

6 SAVE WATER

Don't flush any trash or toxic chemicals

7 USE CLEAN ENERGY

Buy from companies powered by renewable energy

8 DO GOOD WORK

Support local businesses at home and abroad

9 MAKE SMART CHOICES

Stay smart and kind online

10 BE FAIR

Buy from companies that pay tax and treat people fairly

11 LOVE WHERE YOU LIVE

Learn about, and take part in, local decisions

12 LIVE BETTER

Waste less food and use leftovers

13 ACT ON CLIMATE

Eat more plants and cut down on meat

14 CLEAN THE SEAS

Remember that litter ends up in the water

15 LOVE NATURE

Discover the wonders of the natural world

16 MAKE PEACE

Be kind and tolerant

17 COME TOGETHER

Get involved and volunteer in your community

Credits: Goodvertising and Thomas Koister 2019; Illustrations by Martin Jørgensen; if you like the quirky front cover, get it here - martin-j.dk.



**Get other tools at
goodvertisingagency.com**
Use code WH020 and get 20%
off your next purchase.

goodvertising! agency
goodvertisingagency.com