

# PurposePivot™

Adapting Without Abandoning Your Values



## How do you stay true to your purpose while effectively communicating your organization's values?

In today's volatile world, leaders are navigating heightened scrutiny and shifting demands around sustainability, climate action, social impact and DE&I. The challenges of balancing strong, purpose-driven leadership with the need for adaptability are real.

With our **PurposePivot™** strategic program, Hornback Partners and RLucore Consulting help clients accomplish their pivot without compromising their core values. The art of pivoting — is not abandoning — but adapting your approach, adjusting language and tone of thought leadership, refining internal and external communications, and re-aligning organizational strategies.

## Why a **PurposePivot™** Communications Strategy?

<b>Transparency and Trust</b>  A clear and transparent communication plan helps maintain trust with employees, customers, investors, and other stakeholders during a period of significant change.	<b>External Engagement</b>  Communicating the pivot to external stakeholders can signal the organization's ability to adapt and stay relevant, potentially attracting new customers and partnerships.	<b>Building Support</b>  A well-executed communications strategy can build support for the new direction, making the transition smoother and more successful.
<b>Internal Alignment</b>  Ensuring everyone understands the reasons for the pivot and their roles in the new strategy is crucial for successful implementation.	<b>Feedback and Refinement</b>  Open communication allows for feedback from stakeholders, which can help refine the pivot and make it more effective.	<b>Addressing Concerns</b>  A proactive approach to communication can help address concerns and anxieties that may arise among stakeholders as a result of the pivot.

## Need Assistance?

If you could benefit from strategic guidance, we are here to help you. We are industry veterans and been doing this strategic communications work, including reputation management, corporate social responsibility (CSR), sustainability, ESG, DEI and social impact, on both the corporate and agency side for 30 years. Our combined expertise and learned wisdom can make the **PurposePivot™** communications experience seamless for you and your organization.

Email us today at [stephanie@hornbackpartners.com](mailto:stephanie@hornbackpartners.com) and [rebecca@rluoreconsulting.com](mailto:rebecca@rluoreconsulting.com).

