



Mission, Vision and Purpose & Activation

July 2018

Agenda

1. Definitions & Process
2. Examples
3. Activation
4. Q&A

Definitions

- **Mission:** what we do (now)
- **Vision:** who/what we want to be (future)
- **Purpose:** our higher purpose (future – broader, impact on those we “serve”, function or utility)
- **Manifesto:** our rally cry (captures guiding philosophy)
- **Core Values:** our values/beliefs (defines culture)

Process

- **When:** It's never too late (or too early!) to tackle
- **Who:** Internally driven – small core team of those most intimate with brand/business. Facilitated tbd?
- **How:**
 1. Start by thinking about where you want the business to be in a few years – beyond \$, what are you fighting for/against?
 2. Take inventory of key points of difference – what makes (or will make) your brand/product/company unique
 3. Use definitions on prior page to guide your work/outputs
 4. Iterate - live with things for a while, refine
 5. Share with team

Outputs should be:

- ✓ **Future Focused and Directional**
- ✓ **Specific**
- ✓ **Relevant**
- ✓ **Values-Based**
- ✓ **Challenging**
- ✓ **Unique, Memorable, Inspiring & Engaging**

Consumers – who really cares?



**Core
Consumers**

VS



**Potential
Consumers**

Examples

Annie's



Mission (what we do)

We cultivate a
healthier, happier world
by spreading goodness through
nourishing foods,
honest words and conduct
that is considerate
and forever kind to the planet.

Vision (who/what we want to be)

We strive to be the brand
every family can count on for
pure and simple,
delicious,
and nourishing
foods at every meal.

Annie's



Manifesto

(brand's true calling/rallying cry)

**Get
Down
to
Earth.**



**Dig in
and
Get
Your
Hands
Dirty.**



**Plant
Love.**



**Nurture
Trust.**



**Share
the
Sun-
shine.**



**Grow
Up
Happy.**



Annie's



Core Values (company's values)

1. Source only from places and people we trust, with high emphasis on quality, as well as agricultural and environmental sustainability. We believe in transparency.
2. Socially responsible company, and through our actions and programs we spread awareness and act as a positive role model for consumers and other businesses to do the same.
3. Only makes products that taste great; they delight our consumers.
4. Use only simple, natural, and organic ingredients, no artificial anything.
5. Annie's and its valued employees treat consumers, customers, suppliers, shareholders, and each other with the same high degree of respect, fairness, and honesty that we expect of others.
6. Is real, authentic, and trusted by consumers. As a company we strive to build upon this legacy with every decision we make.



In Sanskrit, Bhakti means devotion.

WE ARE DEVOTED TO BEING BOLD

In our products, our business,
and our approach to giving back.



PURPOSE



ENJOY

**LIFE'S BOLD
FLAVORS**

To encourage people
to slow down,

and find their own
powerful ways of living
Bhakti's value
of "Devotion."





MANIFESTO

WE ARE A **FORCE TO BE RECKONED WITH**

In how we live our lives, run our business, source and create our products, and impact the world.

We are proud to be a woman-founded and led, certified B-Corp, powerhouse beverage and lifestyle company, that is devoted to paying the goodness forward.

**Chai is our heart.
Bhakti is our soul.**

We believe in sharing life's simple rituals and helping others live their best lives.





CORE VALUES

WE ARE DEVOTED TO

UNCOMPROMISING TASTE

- A short list of simple, yet extraordinary, ingredients.
- The spicy zing of our fresh-pressed ginger.

SOCIAL ACTION

- Making impact in the world through GitaGiving.org and our sourcing.

DRINKING IN LIFE & LIVING IT BOLDLY

- And helping others "Live their Bhakti."



Mission

We are working to run a different kind of company:
the kind of place we'd like to work,
that makes the kind of food we'd like to eat, and
that strives for a healthier, more sustainable world -
the kind of world we'd like to pass on to our children.

®



OUR VALUES

THINK LIKE A TREE

We're working to reduce our environmental footprint in everything we do, from the field to the final product. We describe our vision for sustainable food production

Our food will be made with sustainable, organic ingredients; baked with clean, renewable energy; packed in environmentally friendly packaging; and delivered by transportation that doesn't pollute.



Five Aspirations (5 “bottom lines”)

- **Sustaining our Business:** Building a resilient company, investing for the long-term.
- **Sustaining our Brands:** Creating brands with integrity, quality and authenticity.
- **Sustaining our People:** working side-by-side, encouraging each other, our Company is our people.
- **Sustaining our Communities:** Promotion healthy, sustainable communities, locally and globally.
- **Sustaining the Planet:** Conserving and restoring our natural resources; growing a business that operates in harmony with the laws of nature.

Activation

Office Decor



Product Packaging, ingredients, innovation



Limited Edition Organic
Elbow Pasta & Cheddar

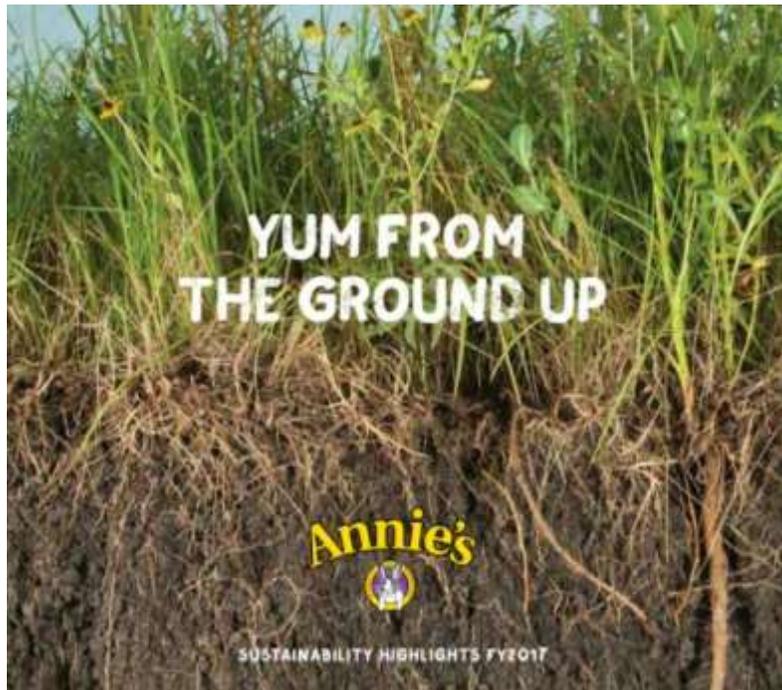
Giving Back/Cause



Annie's Sustainable Agriculture Scholarships



Transparency – Tracking & Reporting



Team

- ✓ Benefit Packages
- ✓ Volunteering Opportunities
- ✓ Gym & classes
- ✓ Financial incentives for solar, efficient car, bike



Consumer Communication

MVP is in brand's DNA; not what you lead with

Doing the right thing, even when no one looking



How do you know your MVP is working?

- ✓ Eases decision making and strategy
- ✓ Execution flows freely
- ✓ Drives results/impact beyond revenue
- ✓ Serves as internal moral compass
- ✓ Consumers get it
- ✓ Employees get it – it's part of the culture

Q&A