



Workbook with Exercises for Marketing Impact Pioneers

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RUMBLE

Forget your client's avatar. Let's start with ourselves.

Exercise 1: What are you passionate about? What is your life purpose?

You could precede the conversation by showing them Elizabeth Gilbert's video on the hummingbird versus the jackhammer. Often people are overwhelmed when asked to write their passion or purpose, so this will help to ease the pressure.

Exercise 2: How would you define your company's purpose?

This is a complex question, and experience suggests that it's helpful to reserve half a day for the exploration of this topic. I find it helpful to start with the following:

- Your organization's origin story
- Definition of your values and your worldview

In his book *The Purpose Advantage*, Jeff Fromm invites teams to think about how their product or service solves a societal need. What really matters to society at large? And what specifically matters to your ideal customer?

On a global level, the Sustainable Development Goals set forth by the United Nations and adopted by all United Nations Member States in 2015 serve as a universal call to action to end poverty, protect the planet, and ensure that all people enjoy peace and prosperity by 2030.

BCorporation.net has recently released their SDG Action Manager, an impact management solution for business action that is based on these Sustainable Development Goals. The tool helps you not only define which SDGs matter most to you and your customers but also understand and share your impact, set goals, and track improvement.

Even if you don't implement a sophisticated tool, you can still start out with the 17 SDGs, which cover the current societal wants and needs.

Here is the full list again:

1. No Poverty
2. Zero Hunger
3. Good Health and Well-Being
4. Quality Education
5. Gender Equality

6. Clean Water and Sanitation
7. Affordable and Clean Energy
8. Decent Work and Economic Growth
9. Industry, Innovation and Infrastructure
10. Reduced Inequalities
11. Sustainable Cities and Communities
12. Responsible Consumption and Production
13. Climate Action
14. Life Below Water
15. Life on Land
16. Peace, Justice and Strong Institutions
17. Partnerships for the Goals

What might be interesting is to print out the cards on the United Nations website (www.un.org/sustainabledevelopment/news/communications-material), making one set for each team member, and then ask them to organize the cards in order of importance.



RISE

Give yourself permission to be different and rise.

Exercise 1: With your team, make a list of your current marketing activities that don't delight you. Write down if you will stop them all together or do them differently. Then add new, delightful ideas to the list. Dare to be different.

Exercise 2: With your team, come up with at least one idea of collaboration with another company that has a similar worldview or that supports the same SDGs as you. You offer different things, but your ideal customers are kindred spirits. How can you create synergies and develop a win-win-win-win situation? Win for the world, win for your customers, win for the other company and win for yourself.

RESONATE

Stop chasing after clients. Instead, attract those who are in harmony with your beliefs and guiding principles.

Exercise 1: Divide your team into different groups and have them work on the Empathy Map exercise described in Chapter 9.

Exercise 2: Knowing what you do about your company's values and worldview and what truly matters to your ideal client, make a list of suggestions for changing your product or service so that it appeals more to your ideal client.

Need help bringing Humane Marketing to your organization?

I hope that you find these exercises useful and that they will help your team question all their assumptions and walk away with a new truth: Humane Marketing makes customers feel good and therefore creates deeper connections and a sustainable business.

I would love to hear from you about how you're implementing Humane Marketing in your organization, big or small. Please share your experiences with me at sarah@humane.marketing

If you need help bringing Humane Marketing to your organization, let's talk. Find out more at www.humane.marketing/humane-marketing-workshops.

About the author

Sarah Santacroce is changing the current marketing paradigm.

Twelve years of running a successful LinkedIn consulting business inspired a yearning in Sarah to create a global movement that encourages people to bring more empathy and kindness to business and marketing.

As a “Hippie Turned Business Coach,” Sarah hosts the Humane Marketing podcast and works with heart-centered entrepreneurs to question their assumptions when it comes to marketing and give them permission to market their business their way, the gentle and humane way!

Thought of as an influencer in her field, Sarah is a frequent speaker at conferences and has been featured on many podcasts and radio shows. Some of the most prestigious universities and business schools in the world, including Rutgers University New Jersey, HEC Paris, IMD, and EPFL Lausanne hire Sarah to train their students for LinkedIn best practices.

Sarah shares a fresh perspective and doesn't shy away from calling things out that no longer work for many of us when it comes to the current marketing model. Her clients sometimes refer to her as “the female Seth Godin.”

When she's not working, she loves adventure and traveling, yoga and nature walks, and hanging out with her family.

Find out more about Sarah at www.humane.marketing and www.sarahsantacroce.com.