

# **Build Business, Take a Stand, Make a Difference**

In today's fast-paced and competitive business environment, entrepreneurs and business owners must not only focus on building successful enterprises, but also on making a positive impact in society. Brands that take a stand on social and environmental issues are resonating with an increasingly conscious consumer base, and are also attracting passionate employees who want to be part of organizations that make a difference. In this article, we will explore the importance of building a business that takes a stand and shares a meaningful message, and how it can lead to long-term success and societal impact.

## **The Power of Purpose-driven Businesses**

Building a purpose-driven business goes beyond just generating profits. It involves aligning your brand's values and mission with a cause or purpose that you deeply care about. This purpose becomes the driving force behind every decision you make, and shapes your company's culture, products, and services. Purpose-driven businesses are more likely to attract loyal customers who share the same values, as well as passionate employees who are motivated to contribute to a greater cause.

When your business takes a stand on a particular issue or supports a cause, it demonstrates your commitment to making a difference in the world. This can enhance your brand's reputation and differentiate you from your competitors. Consumers are increasingly looking to support businesses that align with their values and are actively addressing societal challenges. By clearly showcasing your purpose, you can build trust and credibility among your target audience, which can lead to greater customer loyalty and market share.



## It's How We Play the Game: Build a Business. Take a Stand. Make a Difference.

by Ed Stack (Kindle Edition)

★★★★☆ 4.7 out of 5

Language : English  
File size : 39545 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
X-Ray : Enabled  
Word Wise : Enabled  
Print length : 319 pages



### Identifying Your Purpose

Before you can take a stand and make a difference, you need to identify the purpose or cause that aligns with your brand's values. This involves understanding your personal values as well as the core values of your organization. Reflect on the issues that you feel strongly about, and consider how they relate to your business. It's important to select a purpose that is genuine and meaningful, as consumers are quick to identify if a brand's commitment is superficial or insincere.

Research the causes and issues that your target audience is passionate about. This will help you determine which ones are relevant and resonate with your customers. By understanding their values and concerns, you can better tailor your messaging and initiatives to effectively engage them.

### Communicating Your Purpose

Once you have identified your purpose, it's essential to effectively communicate it to your stakeholders. This includes your employees, customers, and the wider community. Use various communication channels such as your website, social media platforms, and PR campaigns to share your purpose and the actions you are taking to make a difference.

Utilize the power of storytelling to convey your brand's values and mission. Share stories of real people whose lives have been positively impacted by your business, or highlight the positive outcomes your initiatives have achieved. By making your purpose relatable and tangible, you can inspire others to support your cause and contribute to your mission.

## **The Challenges and Rewards**

Building a business that takes a stand and seeks to make a difference is not without its challenges. You may face criticism or backlash from individuals or groups who disagree with your stance. However, staying true to your purpose and having a clear vision can help navigate these challenges.

The rewards of taking a stand and making a difference outweigh the difficulties. A purpose-driven business can drive employee engagement, attract top talent, and foster a positive workplace culture. Customers feel a sense of connection with brands that share their values, leading to increased brand loyalty and advocacy. Additionally, your initiatives can create a significant impact on the communities or causes you are supporting, making a tangible difference in the lives of individuals and the world around us.

In a world that is increasingly demanding social and environmental responsibility from businesses, building a business that takes a stand and makes a difference is no longer optional – it is essential for long-term success. Embrace your

purpose and align it with your brand's values, and effectively communicate it to your stakeholders. By doing so, you can create a powerful and meaningful brand that has the potential to drive positive change and achieve enduring success.



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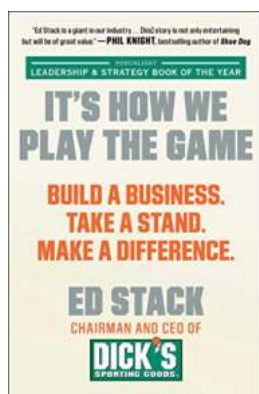
### Porchlight's Best Leadership & Strategy Book of The Year

An inspiring memoir from the CEO of DICK's Sporting Goods that is “not only entertaining but will be of great value to any entrepreneur” (Phil Knight, New York Times bestselling author of Shoe Dog), this book shows how a trailblazing business was created by giving back to the community and by taking principled, and sometimes controversial, stands—including against the type of weapons that are too often used in mass shootings and other tragedies.

It's How We Play the Game tells the story of a complicated founder and an ambitious son—one who transformed a business by making it about more than business, conceiving it as a force for good in the communities it serves. In 1948, Ed Stack's father started Dick's Bait and Tackle in Binghamton, New York. Ed

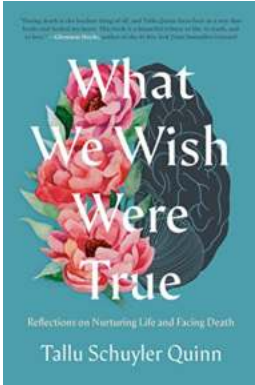
Stack bought the business from his father in 1984, and grew it into the largest sporting goods retailer in the country, with 800 locations and close to \$9 billion in sales. The transformation Ed wrought wasn't easy: economic headwinds nearly toppled the chain twice. But DICK's support for embattled youth sports programs earned the stores surprising loyalty, and the company won even more attention when, in the wake of yet another school shooting—at Marjory Stoneman Douglas High School in Parkland, Florida—it chose to become the first major retailer to pull all semi-automatic weapons from its shelves, raise the age of gun purchase to twenty-one, and, most strikingly, destroy the assault-style-type rifles then in its inventory.

With vital lessons for anyone running a business and eye-opening reflections about what a company owes the people it serves, *It's How We Play the Game* is “a compelling narrative...In a genre that can frequently be staid, Mr. Stack's corporate biography is deeply personal...[Features] surprising openness [and] interesting and humorous anecdotes” (Pittsburgh Post-Gazette).



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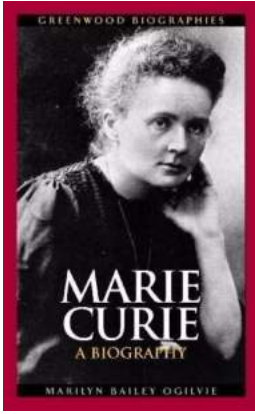
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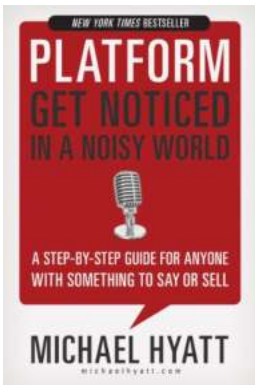
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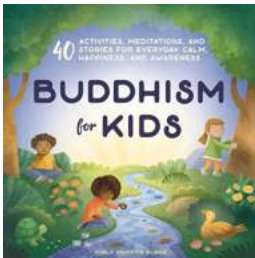
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