



PURPOSE-DRIVEN STRATEGY

Zachary Leighton - **RELIANT CREATIVE**

Introduction

- Zachary Leighton
- Founder & Principal Creative



“Great stories told well can inspire action and mobilize the Church.”

Origin



C.S. Lewis
Author & Theologian



Joseph Campbell
The Hero's Journey



Jonah Sachs
"Story Wars"

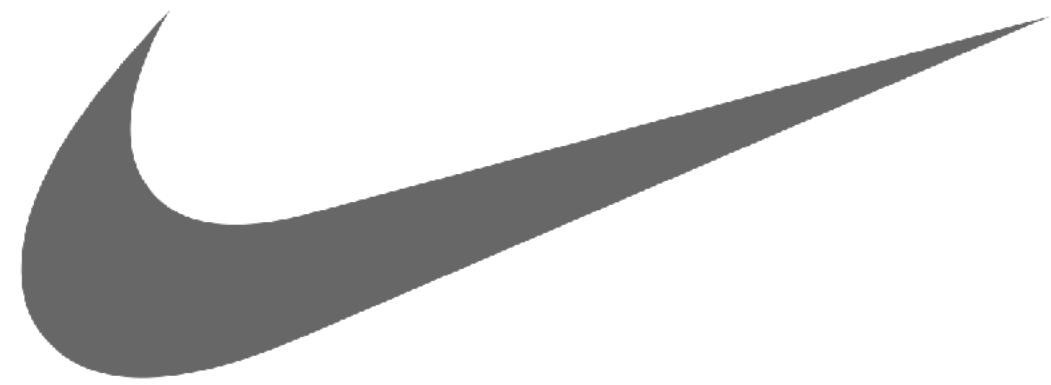


Simon Sinek
"Start With Why"



Carl Jung
Jungian Archetypes

Why Does this all Matter?



RELIANT.

Definitions:

DONOR

=

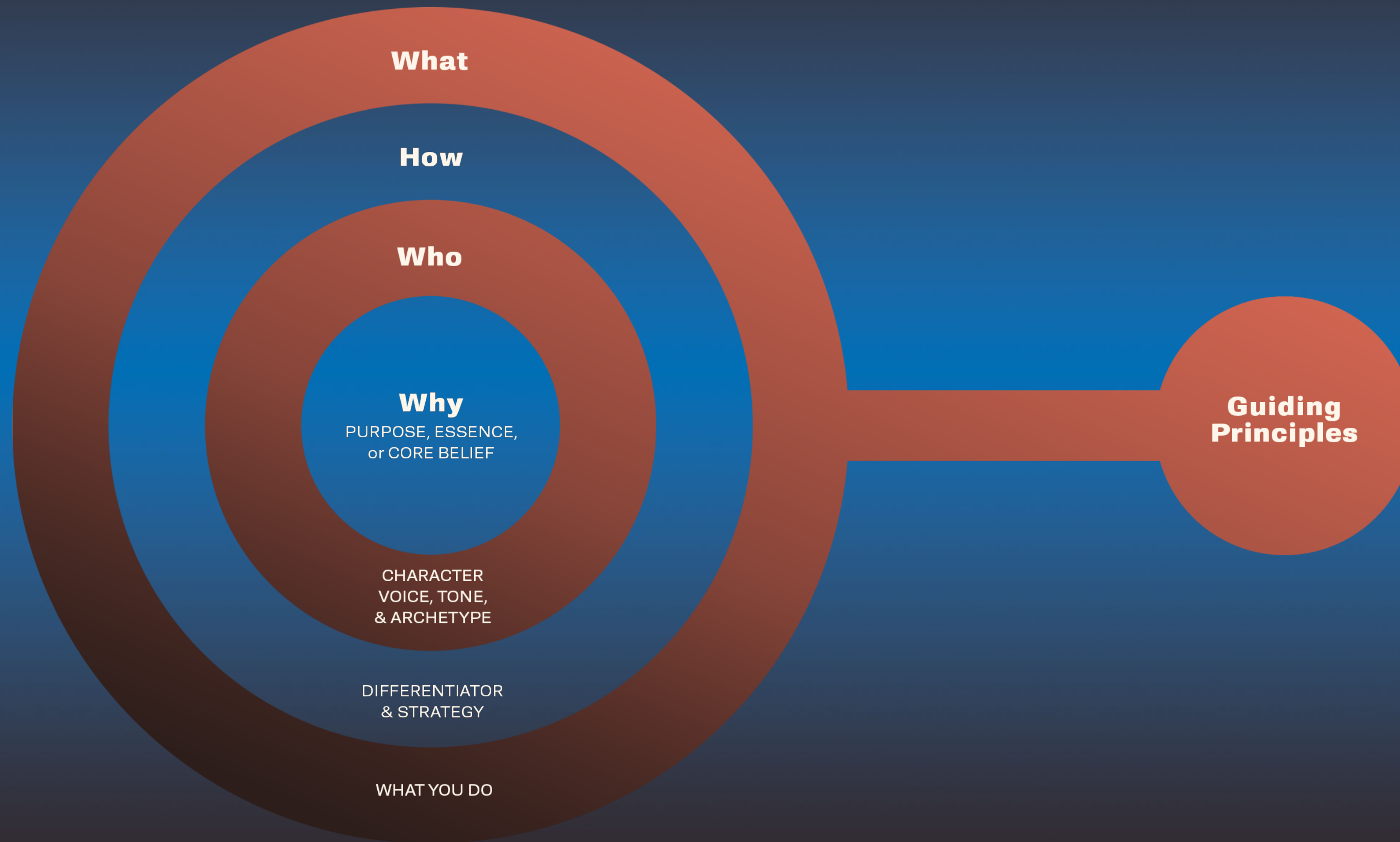
PARTNER

BENEFICIARY

=

PARTICIPANT

The Golden Circle



Start with Why.

“There are only two ways to influence human behavior: Inspiration and Manipulation.”

Simon Sinek

**Why is your purpose,
cause, or core belief.**

Humans want to belong and shared beliefs allow us to feel that we belong.

The limbic brain = gut feelings that drive behavior

Who?

Discovering an archetypal character foundation to create a unique personality and voice.

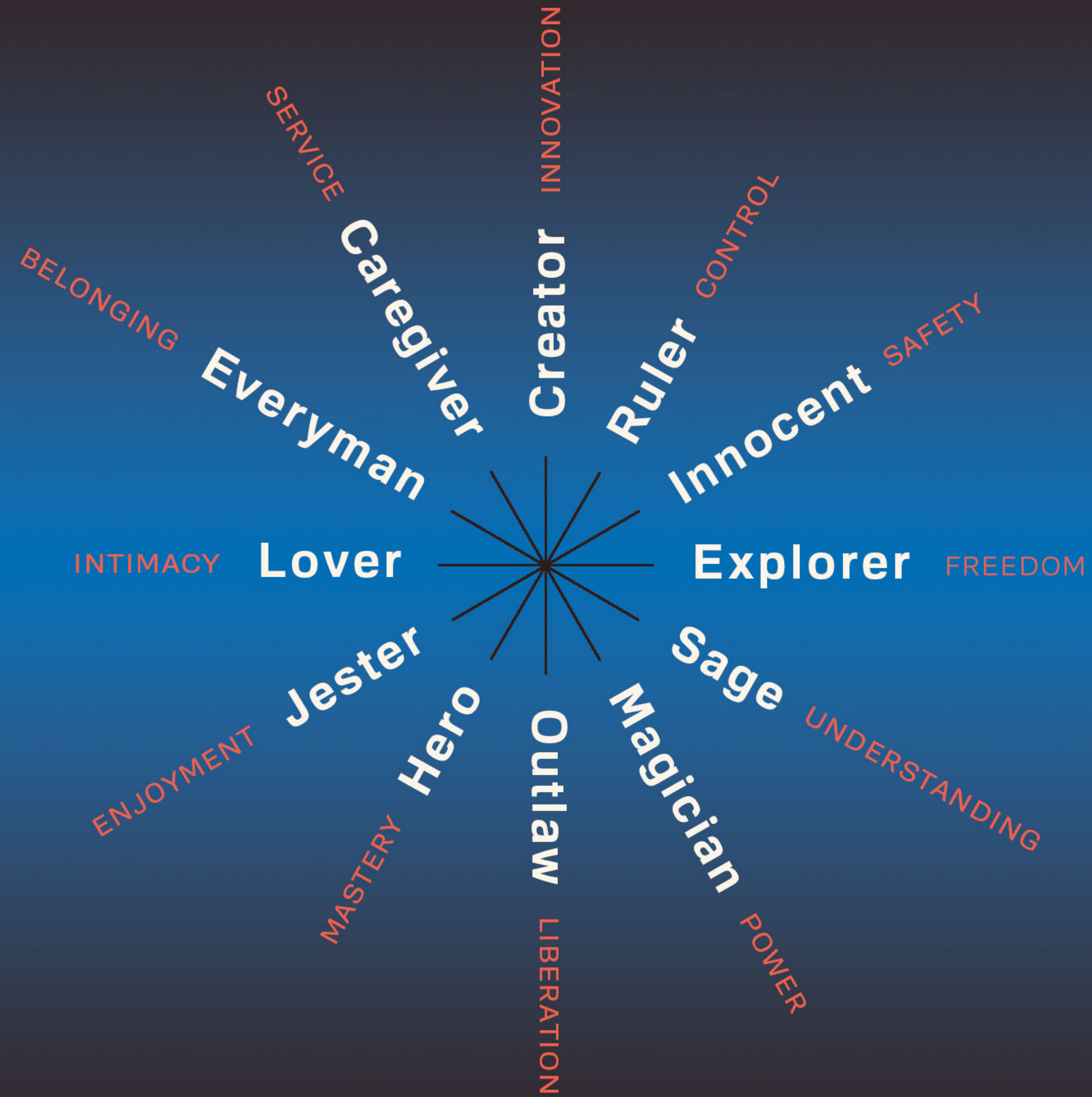


RELIANT.

You are not the hero!

Your partner and your participant are the hero and your ministry is the mentor guiding them along on their journey.

ARCHETYPES



CORE DESIRES

How?

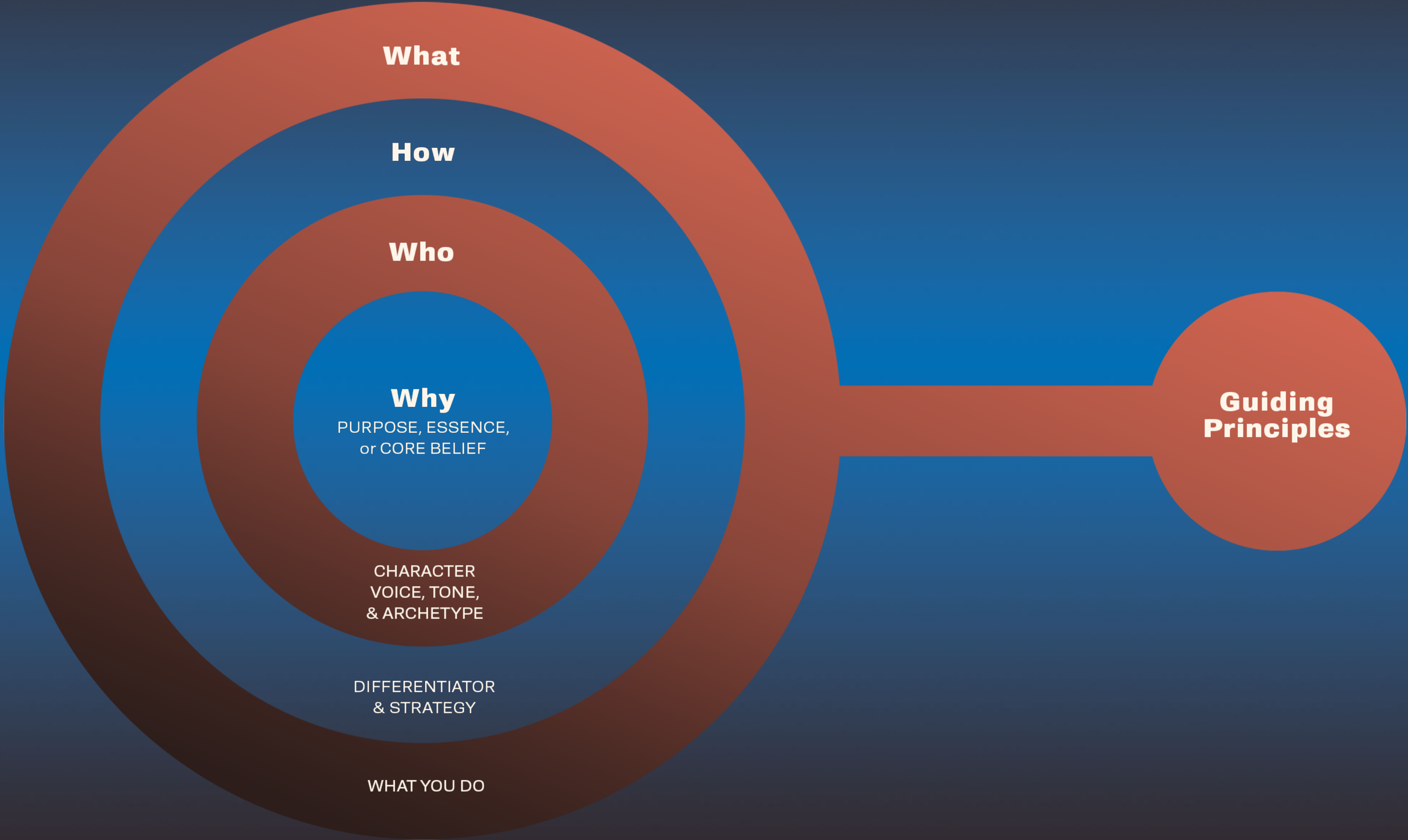
Your organizations unique offering to the world.

How - it's your unique differentiator that is relevant to your donors. It's the actions you take to deliver on your why.

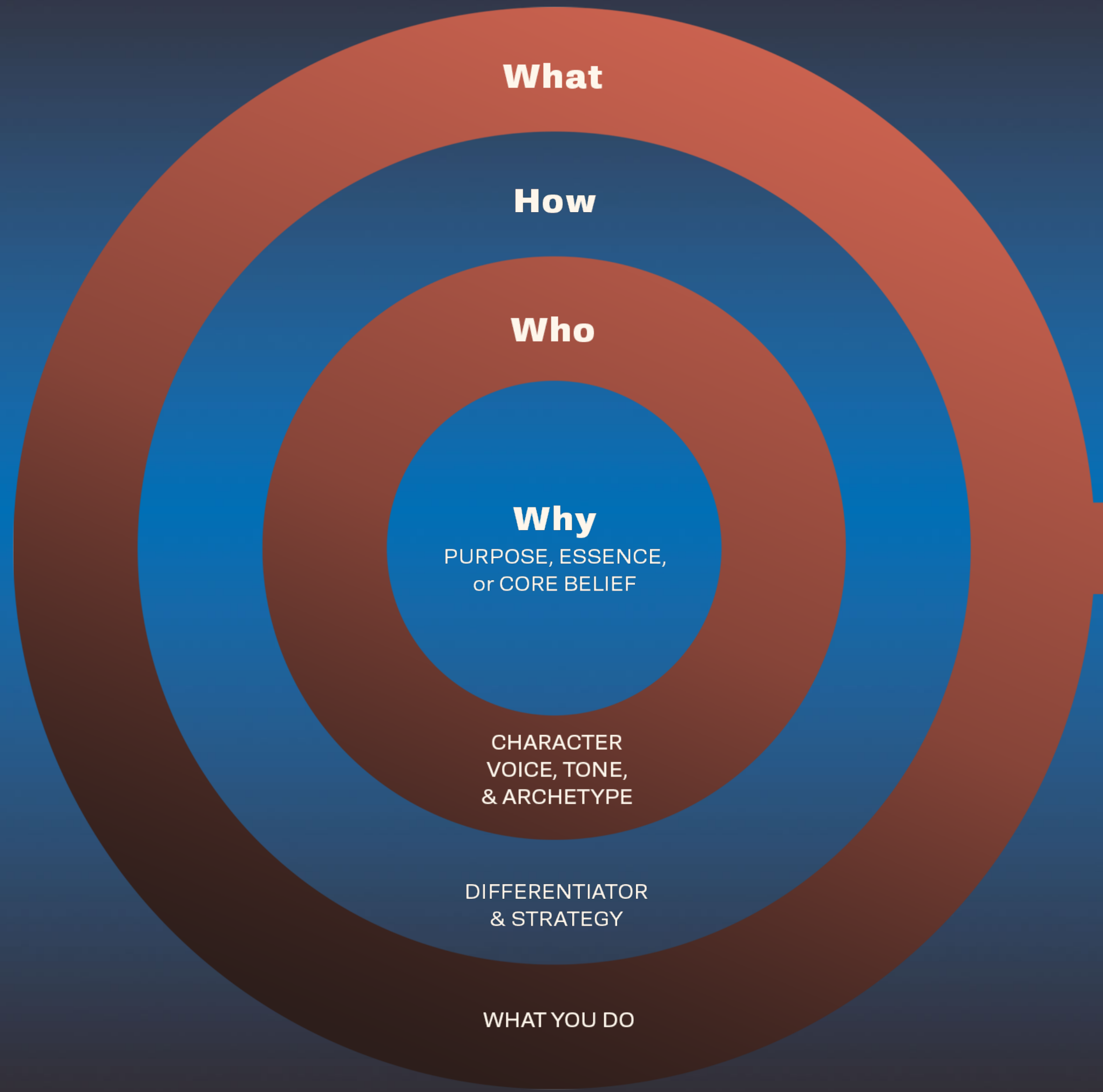
What?

Literally what you do.

Guiding Principles



GUIDING PRINCIPLES



HOLISTIC CORE MESSAGING



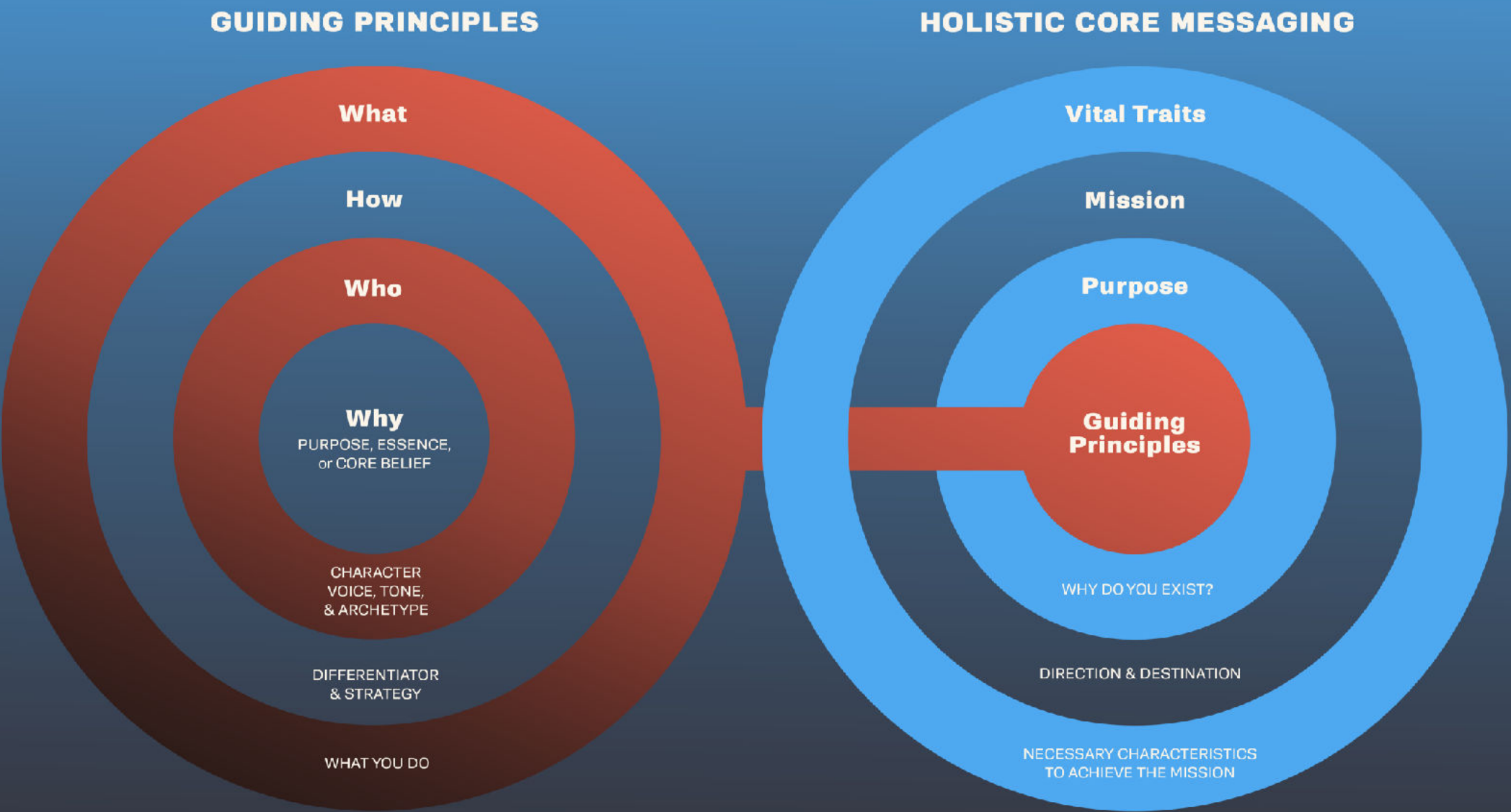
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Strategy & Messaging Map

THE RELIANT CREATIVE STRATEGY & MESSAGING MAP

Use this map as a guide for your ministry to help ensure you're developing clear and holistic messaging for your audience.

- STEP 1: Develop Guiding Principles
- STEP 2: Allow Guiding Principles to sit at the center and inform your ministries holistic messaging.
- STEP 3: Develop your holistic messaging map.



DEFINITIONS:

- Why:** Why do you exist? This is the foundation of everything you communicate.
- Who:** Your archetypal character, voice, and tone of your brand.
- How:** Your unique differentiator and the strategy behind your work.
- What:** Literally what your ministry does.

- Purpose Statement:** The foundation of your messaging. This is your WHY statement and it holds your brand beliefs. Why do you do what you do? Why does your organization exist? What is the moral of the story?
- Mission Statement:** Your mission statement provides direction and destination for your ministry. What have you set out to achieve? The formula is as follows:
Problem - Solution - Result
- Vital Traits:** Characteristics your people need to achieve the mission. Who do we have to be in order to be successful? The guidelines include:
Necessary Traits - Actionable, Aspirational, Achievable - Listed in Rank Order

LET'S INSPIRE & MOBILIZE THE CHURCH TOGETHER!

RELIANT.
www.reliantcreative.org

Resources

Books

- Simon Sinek - “Start with Why”
- Joseph Campbell - “The Hero with a Thousand Faces”
- Jonah Sachs - “Story Wars”
- Carl Jung - Google “Jungian Archetypes”
- “The Hero and the Outlaw” - Margaret Mark and Carol Pearson
- Christopher Vogler - “The Writer’s Journey”

Videos

- Every Story is the Same - <https://youtu.be/LuD2Aa0zFiA>
- Dan Harmon Story Cycle - <https://youtu.be/-XGUVkOmPTA>
- Jonah Sachs Story Wars - <https://youtu.be/o69xW8wtBhk>
- Start with Why - <https://youtu.be/IPYeClXpxw>

Articles

- Jesus and The Hero’s Journey - <https://everydayexiles.com/2018/11/19/jesus-and-the-heros-journey/sageblalock/#.XaSoUi2ZPGJ>
- Moses and The Hero’s Journey - <https://everydayexiles.com/2018/11/05/moses-and-the-heros-journey/sageblalock/#.Xn-QI9NKjGK>
- * [UGC is 35% more memorable](#)
- * [UGC gets 4x higher click-through rates](#)
- * [UGC results in 29% high web conversions](#)
- * [YouTube UGC gets 10x more views](#)
- * [41% of consumers only need between 1 and 4 UGC reviews to purchase](#)

Free Reliant Resources

- https://reliantcreative.org/wp-content/uploads/2022/10/Strategy-Messaging-Map_Revised-2022-1.png

www.reliantcreative.org

Helping the Church testify of all that Jesus is doing.



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Thank You!