

# Burson-Marsteller Purpose & Performance Audit and Diagnostic Tool

**Burson-Marsteller EMEA Proprietary Corporate Reputation Research**



A wider communications perspective



**Burson·Marsteller**  
Europe, Middle East & Africa

# B-M Proprietary Reputation Research on Striking a Balance Between Purpose & Performance

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# Business Reputation is Driven Mainly by Performance – but Purpose is Gaining Ground

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# A Well Developed Purpose Contributes to Performance

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# Purpose & Performance Audit and Diagnostic Tool

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A research-based audit of a company's Purpose & Performance with 4 dimensions:

**1) Internal benchmark** for understanding and appreciation of a Purpose & Performance / Vision, Mission & Values statement by internal stakeholders compared with management's expectations and desire

**2) External benchmark** against competitors or industry standards

**3) Design or redesign** Purpose & Performance or Vision, Values & Mission content by using the above qualitative and quantitative data

**4) Identify the most effective ways and mediums** to communicate Purpose & Performance to different stakeholders



# Step One – Brief with management to establish expectations and parameters

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- 1** **Define Content**  
What is the corporation's Purpose & Performance statement, if one exists, or the Vision, Mission & Values statement intended to communicate?  
What in management's view is the desired weighted % between Purpose & Performance?
- 2** **Define Audience**  
Who are the stakeholders or beneficiaries of the Purpose & Performance statement?
- 3** **Define Communication Tools**  
Which communication tools deliver the Purpose & Performance statement to audiences today?
- 4** **Define Benchmark**  
Who does management intend to benchmark against?  
Define the expected level of awareness, credibility.



## Step Two – Developing the questionnaire and fielding the research

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1

### **Qualitative and Quantitative Research**

The key parameters agreed are evaluated through qualitative and/or quantitative research.

2

### **Research Questionnaire**

The research questionnaire will need to be tailored based on the parameters that are established in step one.

3

### **Fielding the Research**

Research can be fielded by B-M. If audiences are more difficult to reach, Penn, Schoen & Berland.



## Step Two: Developing the Questionnaire & Fielding the Research

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### Awareness/Credibility

- Do you know and what can you tell me about company X's Purpose & Performance statement?
- How credible do you feel this statement is?

### Weight/Relevance/ Tension

- On a total of 100, how much % does Purpose weigh and how much does Performance weigh for Company X?
- On a total of 100, how relevant is the Purpose & Performance statement to you?
- Do you feel there is a tension between Purpose & Performance goals?

### Channels of Information/ Benchmarking/ Responsibility

- How do you find out/keep updated with the Purpose & Performance statement and which communication tools work best for you?
- Thinking about competition XYZ...ABC or about general industry, how would you rank Company X's Purpose & Performance statement?
- Thinking about Company X, who is the individual/team defining the Purpose & Performance statement and responsible for communicating it?

### Appreciation/Reality/ Benefits

- Does Company X live up to its Purpose & Performance statement?
- Thinking about Company X, who do you think embodies/represents best the Purpose & Performance statement?
- Do you like/agree/appreciate Company X's Purpose & Performance statement?
- Do you think Purpose & Performance statements give Company X any benefits?

**Refine P&P or Vision, Mission & Values Statement – an assessment based on research findings**

**Stakeholders Analysis – how P&P or Vision, Mission & Values is perceived through an audit**

**Living the P&P Statement – a review of company communications tools for consistency and if they represent the P&P statement**

**Benchmark – an audit of how this company stands in terms of P&P versus competitors**



# Contact

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