

PURPOSE DRIVEN MARKETING

Do fire service leaders believe in your brand?

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Partner

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REDFLASH
GROUP™

WHAT'S OUR PURPOSE?



**WE HELP GREAT
ORGANIZATIONS TELL
THEIR STORIES.**



**WHY SHOULD
YOU CARE?**



71%

of consumers would help a brand promote its products or services if there is a good cause behind them

Source: Edelman GoodPurpose Study



76%

*say it's okay for brands to support good causes
and make money at the same time*

Source: Edelman GoodPurpose Study



80%

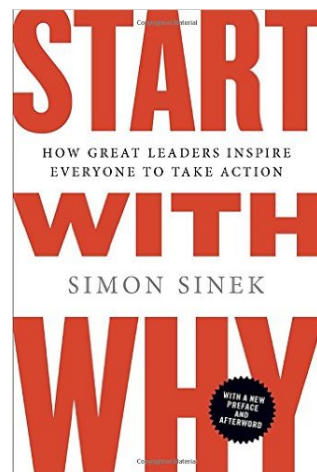
*are more likely to purchase from a company
that can show how it makes a difference in
people's lives*

Source: Cone Communications



**PEOPLE WANT TO DO
BUSINESS WITH
ORGANIZATIONS
THEY BELIEVE IN.**





*Read Simon Sinek's bestselling book **Start With Why** to understand the importance of uncovering your organization's "Why."*









SOUTHWEST AIRLINES

Announces new daily flights to Detroit

WHY

*We exist to connect people to what's
important in their lives through
low-cost air travel.*



HOW
Make it fun.



WHAT

*Consistent aircraft, low cost, safe
and reliable.*









**WHAT IS YOUR
ORGANIZATION
PASSIONATE ABOUT?**

**WHY DOES YOUR
ORGANIZATION
EXIST?**



**DOES EVERY
ORGANIZATION HAVE A
PURPOSE?**

YES.





Allina Health



Our Balanced Approach Pays Off

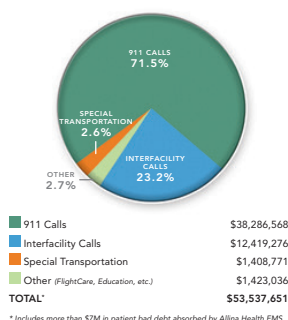
The economics of health care are fundamentally changing throughout the U.S., creating ever-increasing financial challenges. In this environment, the balanced approach we take in managing our organization lets us both continue to meet day-to-day needs and ensure long-term success.

One example of this is the salaries and benefits we're able to provide our employees, which allow us not only to attract the best candidates, but also to retain them. In fact, compared to other EMS systems, we're proud to have one of the lowest employee turnover rates in the nation (just 7 percent annually, with half of those moving to other positions within Allina Health).

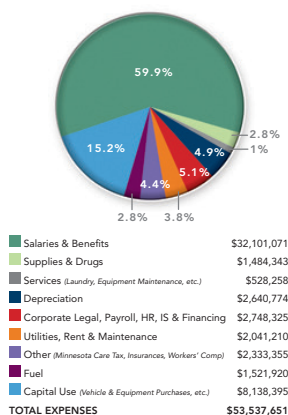
"A healthy retention rate helps us avoid the high cost of constant hiring and training," says Kevin Miller, out-state operations director. "And perhaps more important, it results in a team of highly qualified, experienced clinicians who care deeply about their organization, their patients and the communities they serve."

Here's a snapshot of how our approach pays off with strong finances and healthy growth:

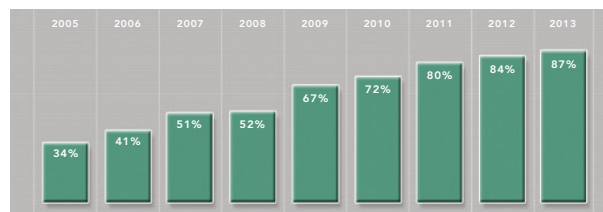
2013 REVENUE SOURCES



2013 EXPENSES

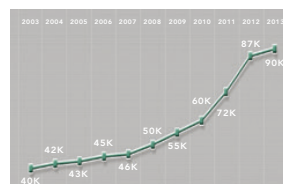


EMPLOYEE ENGAGEMENT



Employee Engagement is much more than just employee satisfaction. An engaged employee is a person who is fully involved in, and enthusiastic about, his or her work and committed to the interests and objectives of the organization. Since we began measuring, we've seen employee engagement increase by 2½ times.

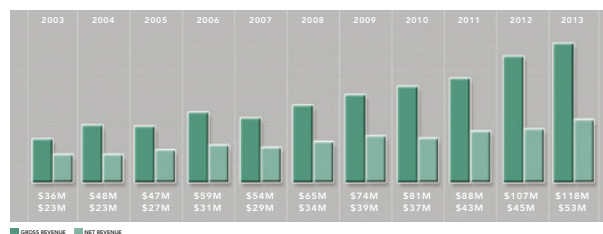
NUMBER OF RESPONSES



NUMBER OF EMPLOYEES



FINANCIAL PERFORMANCE







EMT April Anderson provides both reassurance and medical expertise to a patient experiencing pregnancy complications. Everything we do comes from our deep commitment to care.

Caring

At Allina Health Emergency Medical Services, everything we do comes from our deep commitment to care—it's the driving force to provide the very best for our patients.

As emergency medical services (EMS) clinicians, we know that the people we encounter may be having the worst day of their lives. But we have the opportunity to be the best part of that day through the things we do. Big things, like restarting a stalled heart. Little things, like putting a hand on a patient's shoulder and offering a reassuring smile.

Nearly 90,000 times a year, people place their dignity, their well-being, even their lives or the lives of their loved ones in our hands. That's a profound responsibility, and we never stop trying to be worthy of it. Every day, every night, on every call, we strive to show we care.

It's why we're here.





One of our paramedic units responds to a 911 call on a busy Friday night. An Allina Health EMS dispatcher is already directing the caller in pre-arrival patient care.

Helping

Allina Health Emergency Medical Services clinicians care for approximately 1 million people in more than 100 communities in the Minneapolis/St. Paul metropolitan area and out-state. We employ 570 paramedics, emergency medical technicians (EMTs), dispatchers, special transportation drivers, and maintenance, administration and support personnel. We're not-for-profit, self-managed and self-sustaining.

But Allina Health EMS does much more than respond to emergencies and provide medical transportation. As industry leaders, we set performance standards and goals, measure and document our successes, then implement and share new techniques and devices shown to improve lifesaving care as well as increase access to it.

We sponsor community outreach and volunteer programs that range from helping make resuscitation equipment widely available to donating bikes to kids in need so they can enjoy healthier childhoods.

And we partner with public and private organizations whose needs and values mesh with our own, throughout Minnesota and beyond, to help them succeed, often in unique ways.

At Allina Health EMS, we care deeply about helping the communities we serve.

It's what we do.





Paramedic Jeremiah Gleitz's smile reflects his commitment to such values as integrity, respect and compassion. As emergency responders, our values are constantly on display in public.

Living Up to Our Values

At Allina Health EMS, we have the unique opportunity to act as ambassadors for the Allina Health Values: Integrity, Respect, Trust, Compassion and Stewardship.

As emergency responders, our values are constantly on display in public. We bring them with us into people's homes at all hours of the day and night, and often under extremely difficult or even tragic circumstances. At times like that, our values guide us and give us strength. More important, they can have a profound influence on patients, family members and others we encounter in the course of our work.

Our enduring belief in these values is what defines us, both as individuals and as an organization. Every day, at every level, it shapes our attitudes and our actions.

It's who we are.





Paramedic/RN Barb Schley and Critical Care EMT Gui Muvundamina are flanked by members of the Spring Lake Park-Blaine-Mounds View Fire Department. We work with more than 100 partner organizations in our community outreach efforts.

Working Together

"Allina Health EMS provides ambulance service in more than 100 communities, but our help goes well beyond that through outreach initiatives," says Operations Director Jeff Czyson. "These efforts are designed to improve the overall health of all our citizens, and we began doing this before health care reform took hold because it's simply the right thing to do."

Events such as safety fairs, bike helmet programs, car seat clinics, senior citizen health fairs, as well as CPR, AED and first aid classes, are all geared toward prevention. Participation in career days, parades and coverage of special events, including pre-planning and providing onsite medical coverage for major events held in the Twin Cities area, increases our visibility and raises awareness of career opportunities in EMS.

It's how we serve.



EMPLOYEES WANT PURPOSE TOO



TOP 10 THINGS MILLENNIALS WANT FROM WORK

(Besides money & benefits)

1. *Good work/life balance*
2. *Opportunities to progress/be leaders*
3. *Flexible hours & work locations*
4. *Sense of meaning from work*
5. *Professional development*
6. *Have an impact on society*
7. *Quality of product/services*
8. *Strong sense of purpose*
9. *Opportunities for travel*
10. *Fast growing/dynamic*

Source: Deloitte Millennial Survey, 2016



6 out of 10 millennials say a
*sense of purpose is part of the
reason they chose to work for
their current employer.*

Source: Deloitte Millennial Survey, 2015





BOB BARRACLOUGH HAD A PURPOSE



ALIGN WITH A CAUSE

90% *of global consumers say they are likely to switch brands to one associated with a good cause.*

Source: Cone Communications/Echo Global CSR Study, 2015



Mine was #6.

Have the 16 Firefighter Safety
Initiatives saved *your* life?



Success Stories

Tell us your story and read others at
www.everyonegoeshome.com/success/







PURPOSE IN EVERYTHING



WEBSITE



COLLATERAL



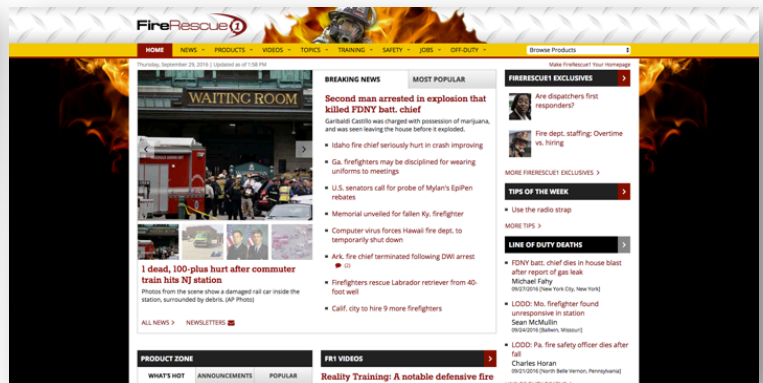
TRADE
SHOWS



ADS



SOCIAL
MEDIA



**"What is important is
seldom urgent,
and what is urgent is
seldom important."**

~Dwight D. Eisenhower



PUTTING PURPOSE INTO ACTION

COVEY'S TIME MANAGEMENT MATRIX

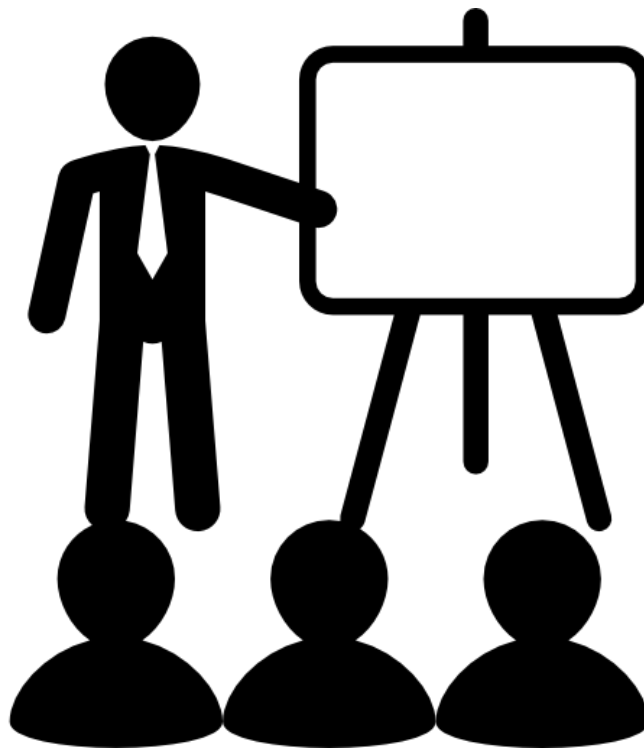
	<i>Urgent</i>	<i>Not Urgent</i>
<i>Important</i>	1	2
<i>Not Important</i>	3	4



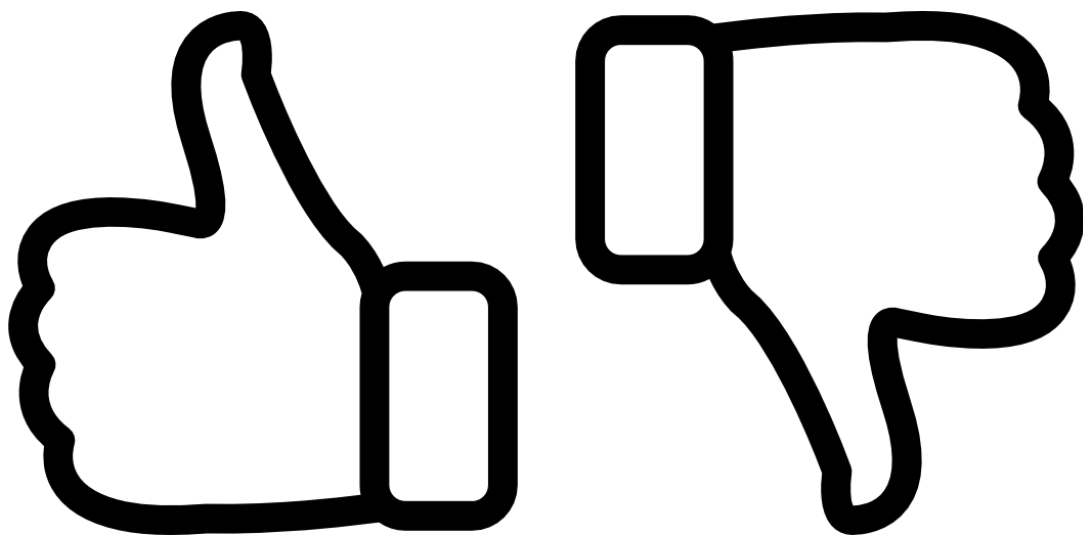
START AT THE TOP



INVOLVE YOUR TEAM



TEST ON TRUSTED CUSTOMERS



GO OUT AND TELL THE WORLD



SWEET OL' BOB'S PURPOSE



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