

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



A Well Developed Purpose Contributes to Performance



Purpose & Performance Audit and Diagnostic Tool

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



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



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