



Natural Products

EXPO WEST®



New Hope.
NETWORK.

By Informa Markets

Keynote: On Purpose

Harnessing Your Why to Lead with Clarity, Courage & Connection

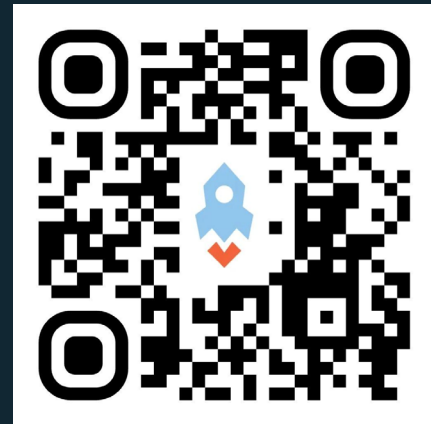


Rob Craven
ScalePassion



Radiate Purpose

Look around; the robots are winning. In a world where businesses are obsessed with instant gratification and fleeting metrics, the concept of purpose crashes through the white noise with a rebellious anthem. Purpose demands attention.



On Purpose

Harnessing Your Why to Lead with
Clarity, Courage & Connection

Rob Craven
Founder, ScalePassion

“Purpose”: A clear and compelling reason for being that drives you to make a meaningful impact in the world, aligning your values, passions, and actions toward a significant goal.

Your *why*.

“Purpose”: A clear and compelling reason for being that drives **you to make a meaningful impact in the world**, aligning **your** values, passions, and actions toward a significant goal.

Your *why*.

How clear are you on your personal purpose?

Purpose is energy.
Purpose is fuel.

PURPOSE DELIVERS IMPACT

There are three stages to scaling impact.

First, **Harness
Your Purpose &
Lead Yourself**

>>>

Then, **Scale the
Business Purpose &
Lead Others With
Integrity**

>>>

Finally, **Radiate
Purpose & Impact**



“I exist to _____.”

Paul Lightfoot

General Manager,
Patagonia Provisions





My Purpose:
To reverse climate
change by
transforming the
food system.

Code of Commitment:

I will reverse climate change by transforming the food system

I will mentor mission-aligned food entrepreneurs

I will help build and support multiple mission-aligned food startups

I will leverage the power of markets and the flow of capital

I will put purpose ahead of profit

I will inspire others with words written and spoken

I will shower the credit on others

I will be relentlessly positive

I will face others with an open heart and not judge others' motives

I will celebrate victories along the journey

I will speak truth to power

I will not back down

“I exist to _____.”

Want a little inspiration?

- Oprah Winfrey (OWN, O, The Oprah Magazine): "To be a teacher. And to be known for inspiring my students to be more than they thought they could be."
- Larry Page (Google): "To organize the world's information and make it universally accessible and useful."
- Mark Zuckerberg (Facebook): "To give people the power to build community and bring the world closer together."
- Elon Musk (Tesla, SpaceX): "To make life multi-planetary."
- Steve Jobs (Apple): "To make a contribution to the world by making tools for the mind that advance humankind. To *make a dent in the universe*."
- Brené Brown – "To help people live more authentically and embrace vulnerability as a source of strength."

Why not you?

What two words describe your purpose?

Ikigai

A JAPANESE CONCEPT MEANING "A REASON FOR BEING"



MY PERSONAL MISSION = TO **[ACTION]** FOR **[WHOM I SERVE]** IN ORDER TO **[DESIRED IMPACT]**

I am on purpose when I am using my gifts of

_____, _____, and _____

while _____, _____, and _____

with the intention to result in _____,

_____, and _____.

MY PERSONAL MISSION = TO [ACTION] FOR [WHOM I SERVE] IN ORDER TO [DESIRED IMPACT]

I am on purpose when I am using my gifts of
vision, storytelling, and strategic thinking
while inspiring, equipping, and connecting leaders
with the intention to result in scalable impact,
thriving businesses, and radical evolution of capitalism

“I exist to _____.”

“I exist to scale impact”

Courtney Pineau
Executive Director
The Climate Collaborative



“I exist to _____.”

PURPOSE DELIVERS IMPACT

There are three stages to scaling impact.

First, **Harness
Your Purpose &
Lead Yourself**

>>>

Then, **Scale the
Business Purpose &
Lead Others With
Integrity**

>>>

Finally, **Radiate
Purpose & Impact**



“I exist to make you feel the world is a playground.”

- Santi

“I exist to care for the caregivers through food.”

- Katey

“I exist to unlock trapped potential.”

- Ian

“I exist to catalyze purpose in others.”

- Nick

“I exist to bring clarity to uncertainty.”

- Andy

“I exist to create stability that enables growth.”

- Dave

“I exist to guide becoming.”

- Jordy

“I exist to co-pilot authorship.”

- Thomas

“I exist to _____.”

“I exist to scale impact.”



rob@scalepassion.com
scalepassion.com/expowest



Purpose is energy.

Purpose is fuel.

It guides the organization's strategy, influences its culture, and helps align its stakeholders around shared goals. A clear purpose can drive innovation, motivate employees, improve customer loyalty, and enhance the company's reputation.

At ScalePassion, we believe that
impact-minded businesses are the
hope for the world.

To harness this hope, we must rally, encourage, and empower an
army of change-the-world founders. We must support change-the-
world founders to weave impact into their business's DNA, blending
profit with purpose and benefiting everyone involved.

Book Launch
April 1, 2025

