



LEADERS: WHAT DO YOU STAND FOR **ONLINE?**

PURPOSE PYRAMID FRAMEWORK:
SETTING A CLEAR PURPOSE TO REDUCE
RISK + LEAD MOST EFFECTIVELY ONLINE.

by Roger Christie

PROPEL'S FIVE DRIVERS OF DIGITAL REPUTATION.

PROFILE

How the world sees you online.

Requires: SYMMETRY

LISTENING

How you continue learning about the needs of key stakeholders.

Requires: AWARENESS

NETWORK

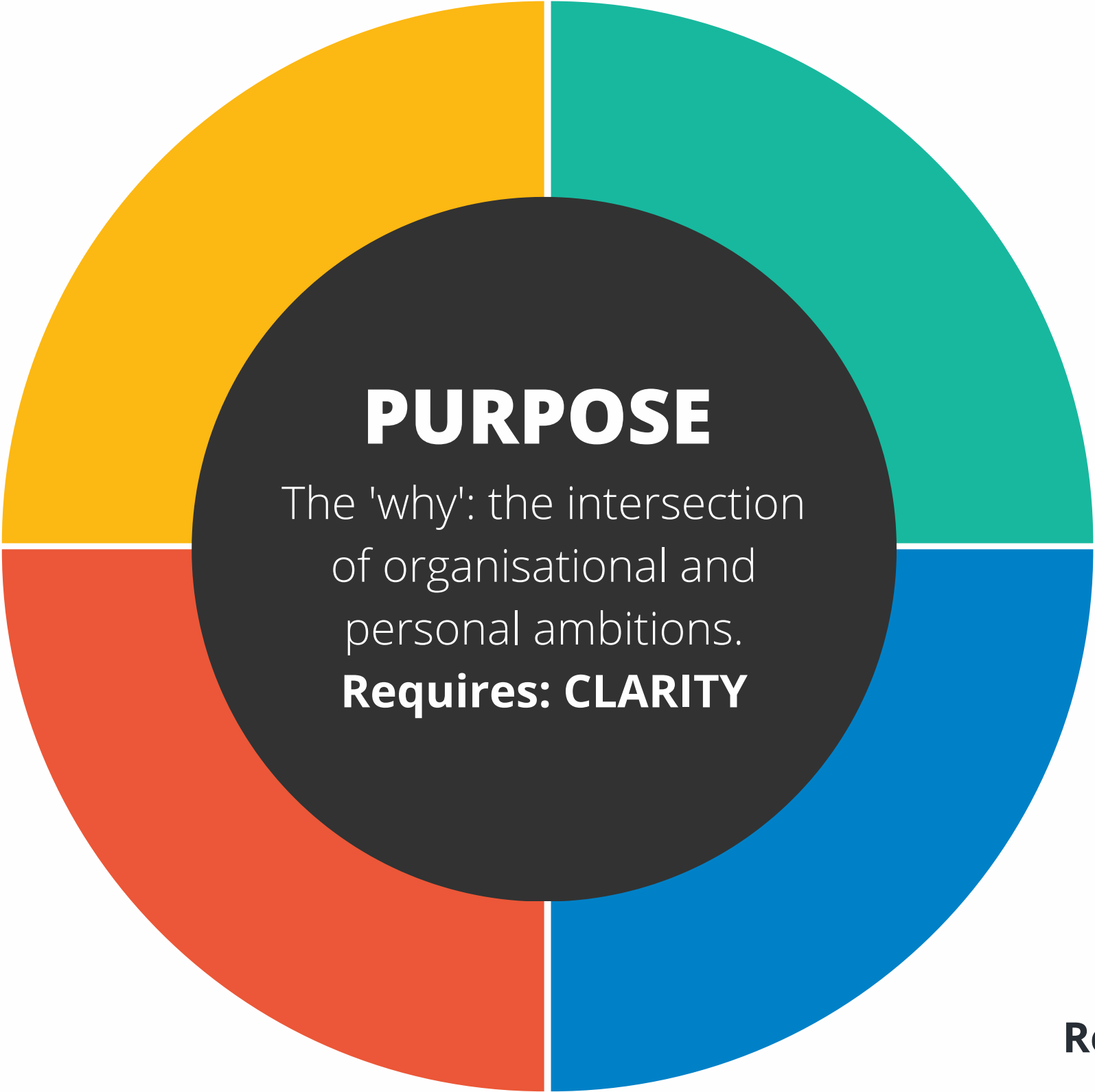
The company you keep online to help reach your goals.

Requires: ADVOCACY

ACTIVITY

The actions you take to protect and enhance your digital reputation.

Requires: INTENTIONALITY



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But there's a consistent 'GAP' for leaders trying to demonstrate their purpose online.

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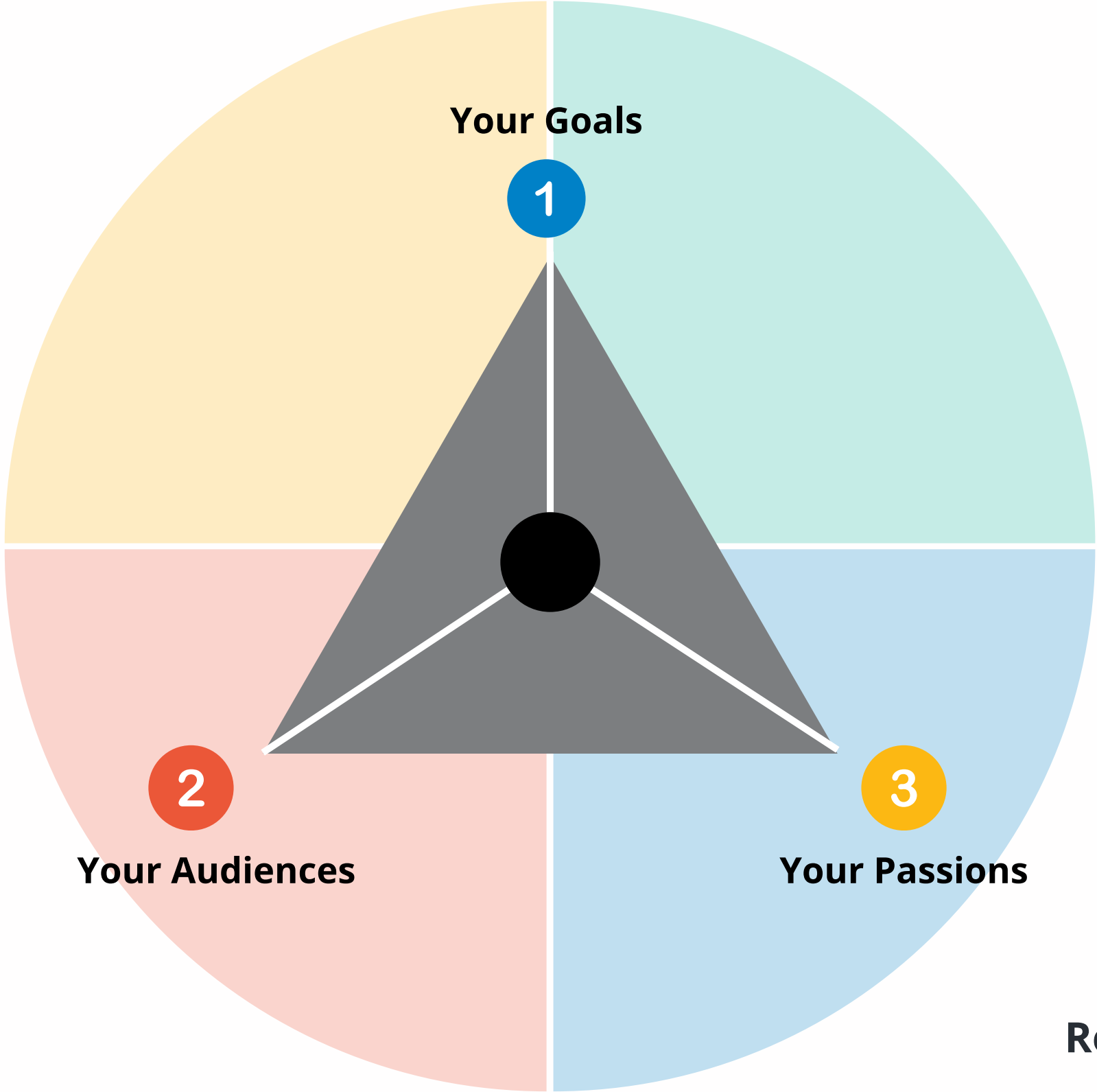
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**FILL THE 'GAP'. HAVE
CONFIDENCE IN WHAT
YOU DO - AND DON'T
DO - ONLINE.**

STOP. THINK. POST.

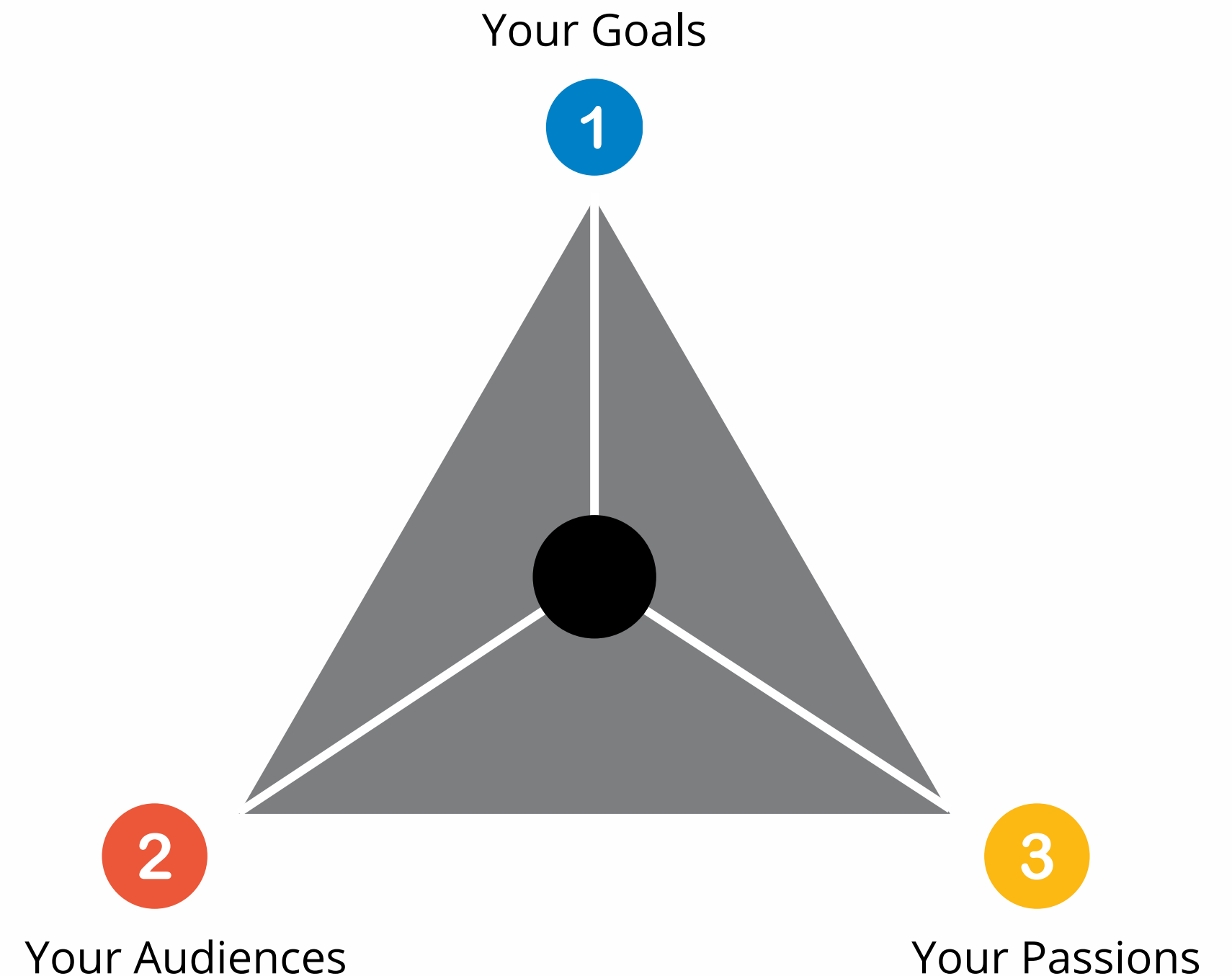
Ask yourself:

"Does this piece of content align with my purpose?"



**PROPEL'S PURPOSE PYRAMID ENSURES
YOU FIND YOUR OWN 'PATCH' ON
SOCIAL MEDIA THAT IS:**

MEANINGFUL, RELEVANT + AUTHENTIC.



PURPOSE

CLARITY IS CRUCIAL TO FOCUS EFFORT + ENERGY, REDUCE RISK + RESONATE WITH THOSE WHO MATTER MOST.




Mike Smith · 1st

Trying to leave this place better than I found it.

Byron Bay, New South Wales, Australia · [Contact info](#)

[zeroco.com.au](#)

4,831 followers · 500+ connections

 zeroco.com.au

About

Hey there! Thanks for stopping by and checking out my page. If you're here, it probably means you're interested in finding out a bit more about me and my previous projects. You're in the right place!

To get things started, here's a bit about me and my background... I'm a small town, public-school kid from the North Coast of NSW. I grew up surfing, playing basketball and making noise on a guitar. After school I moved to Sydney and studied commerce at UNSW. After that I got a job with an advertising agency. It took me 3yrs to figure out that wasn't what I wanted to do with my life. So I quit my well-paying job and joined the ranks of the gainfully unemployed.

Since then I've been involved as a founder and sometimes-investor to a number of different projects spanning the surfing, technology, wine, events, marketing, fashion, philanthropic and most recently dunny-cleaning industries. Along the way I've had my fair-share of near-misses, almost-successes and outright failures. I've also been fortunate enough to scale and exit a multi-million-dollar business, be listed in the Australian Financial Review's Fastest 100 Growing Companies, pick up a Bronze Lion at the Cannes International Advertising Awards, and start a Registered Australian Charity that builds schools in Myanmar (Burma).

If you're interested in finding out more about some of those adventures, please read on...

PURPOSE

WHEN YOU CONNECT ORG. GOALS TO PERSONAL PASSIONS, EVEN 'RISKY' TOPICS ARE OPPORTUNITIES.

Mike Smith • 1st
Trying to leave this place better than I found it.
1d • Edited • 🌐

"We give like a billion f**ks". Probably the single best line of copy ever written in [zeroco.com.au](#) history. 🤔🤔🤔. Give it a share if you give a.....

zeroco.com.au
5,357 followers
1d • 🌐 [+ Follow](#)

Let's make this go viral. Go on repost it.

Repost it for all the incredible customer service people dealing with "Adams" all day, everyday.

Repost it for all the people who give a f**k.

Go on.

You know you give a f**k.

We do.

Why should anyone pay to clean up another country I bet no one from that Asian country your showing gives a fuck . The fact that you are a .com.au company makes me think you scam people

Hey Adam. Thanks for your thoughts. We appreciate you. Here's our view of the world: we only have one planet and one ocean and we all share it. Plastic entering the ocean anywhere, affects all of us everywhere. Whilst it's easy to point the finger and place the blame on others, unfortunately that's not going to solve the problem facing all of us living on planet Earth, the only habitable planet we currently know can support human life. We're all in this together. All of us. And whilst it might be true that there are some people living on planet Earth that "don't give a fuck" WE most definitely give a fuck. Like a lot. We give like A BILLION fucks. That's why we're building a crazy audacious plan to remove ONE BILLION water bottles worth of ocean waste. No scams. Just fucks. Lots and lots of fucks. We'd love you to join us on our mission. We appreciate you. **z**

You and 235 others • 26 comments

Adam Goodrich • 2nd
Creator of the most widely used 3D world generation system for game de...
1d • ...

As an 'Adam'... I may be an exception, but I would like to contribute some f**cks to the cause. Absolutely love what you are doing. Keep on smashing it mate!

Like • 🗨️ 3 | Reply • 1 Reply

Mike Smith **Author** • 1d • ...
Trying to leave this place better than I found it.
[Adam Goodrich](#) haha. Love you Ads!

Like • ❤️ 1 | Reply

Silke L. • 2nd
Product Manager at NaviHedge
9h • ...

🤔 Fact-based response?

1. A lot of that rubbish in that other Asian countries originates from countries like ours which means they are "our" rubbish too.
2. As a customer since their initial pre-sale launch in 2020, I g ...see more

Like | Reply

Nicola Clement (She/Her) • 2nd
Consultant & Advisor | Digital, eCommerce, Strategy, Transformation, Retail...
1d • ...

I always tell my team, we have a limited amount of f**ks to give, so be careful where and on who you spend them! However I would definitely spend as many as I could give to this 🙌🔥

Like • 🗨️ 6 | Reply

Davina J. Bambrick (She/Her) • 2nd
Photographer | The Bush Business Founder | Business Trainer & Assessor | ...
1d • ...

The rate you're going [Mike Smith](#) is that you'll end up giving way more than a billion f**s and that's just bloody amazing! PS I totally love how you stayed above the line with your reply to the zero f**s person (who shall remain nameless).

Like • 🗨️ 2 | Reply

WHAT'S YOUR PURPOSE + **HOW**
DOES IT EXTEND TO LINKEDIN?

1 Your goals (focus):

What is your organisation working towards? Your corporate goals and/or priorities? Or your own personal ambitions - what are you working towards?

Capture the key points as a way to ensure any online efforts focus on overarching goals. These will both: a) help you make everyday 'yes' or 'no' decisions to ensure alignment; and b) enable you to easily measure the impact of your efforts in the future.

2 Your audiences + their needs (perspective):

Do you know what your most important stakeholders care about? Or what keeps them up at night?

If you aren't clear already, make a concerted effort to listen and learn from their online discussions. Capture the key points against each stakeholder.

This perspective is crucial, as framing your online efforts around their interests - and where you fit - is the best way to build trust and rapport with key stakeholders.

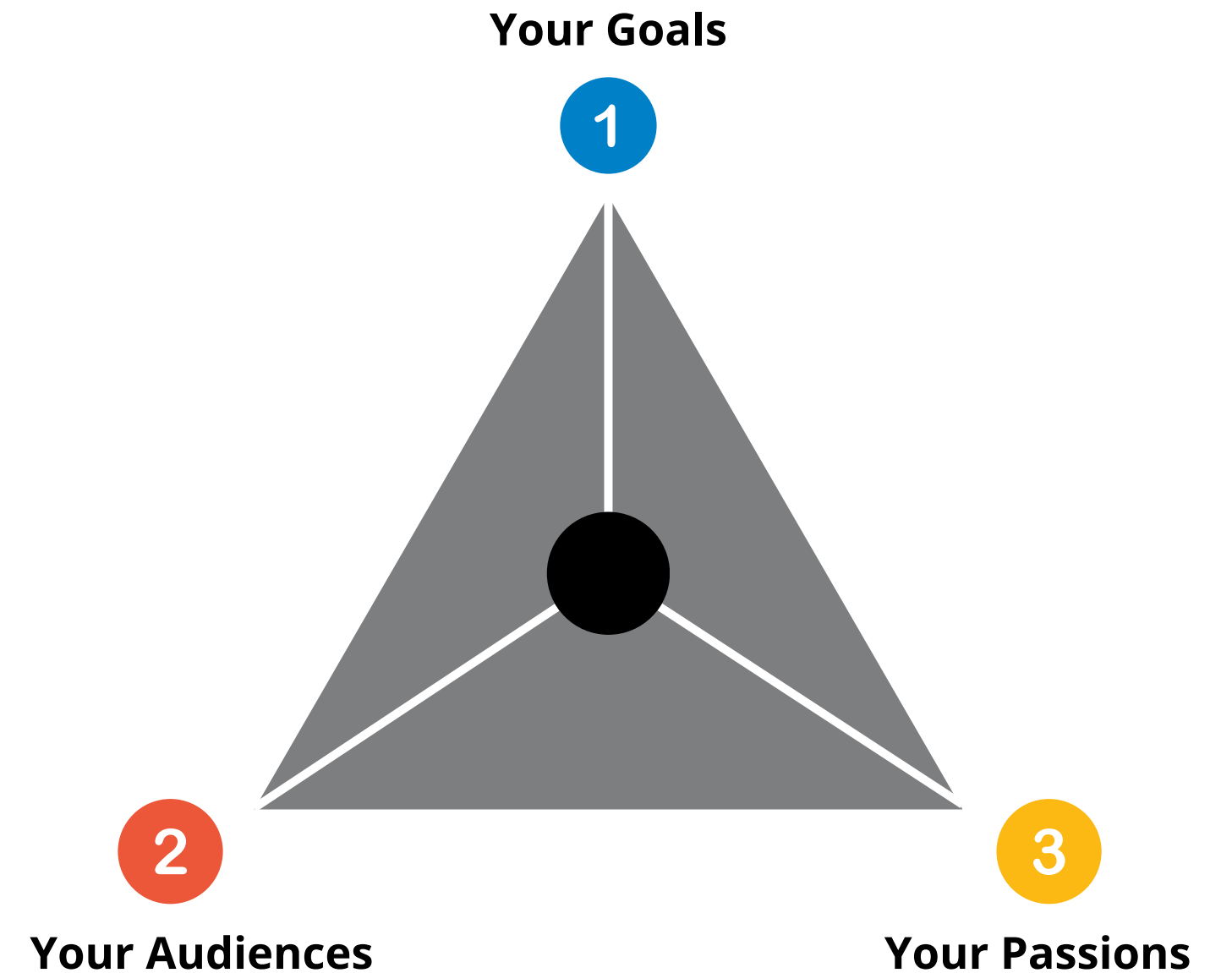
3 Your passions (authenticity):

What are you most passionate about and why? What causes attract your time and energy?

These personal passions are often shaped by our own unique story and experiences - capture them here to determine what you can speak on with greatest authenticity.

Find your own level of 'personal' - whatever is authentic for you.

**RISK IS REDUCED +
PERFORMANCE IS ENHANCED
WHEN YOUR PURPOSE IS CLEAR.**



1 Your goals (focus):

-
-
-

Your Digital Reputation will help you: ...

2 Your audiences + their needs (perspective):

-
-
-

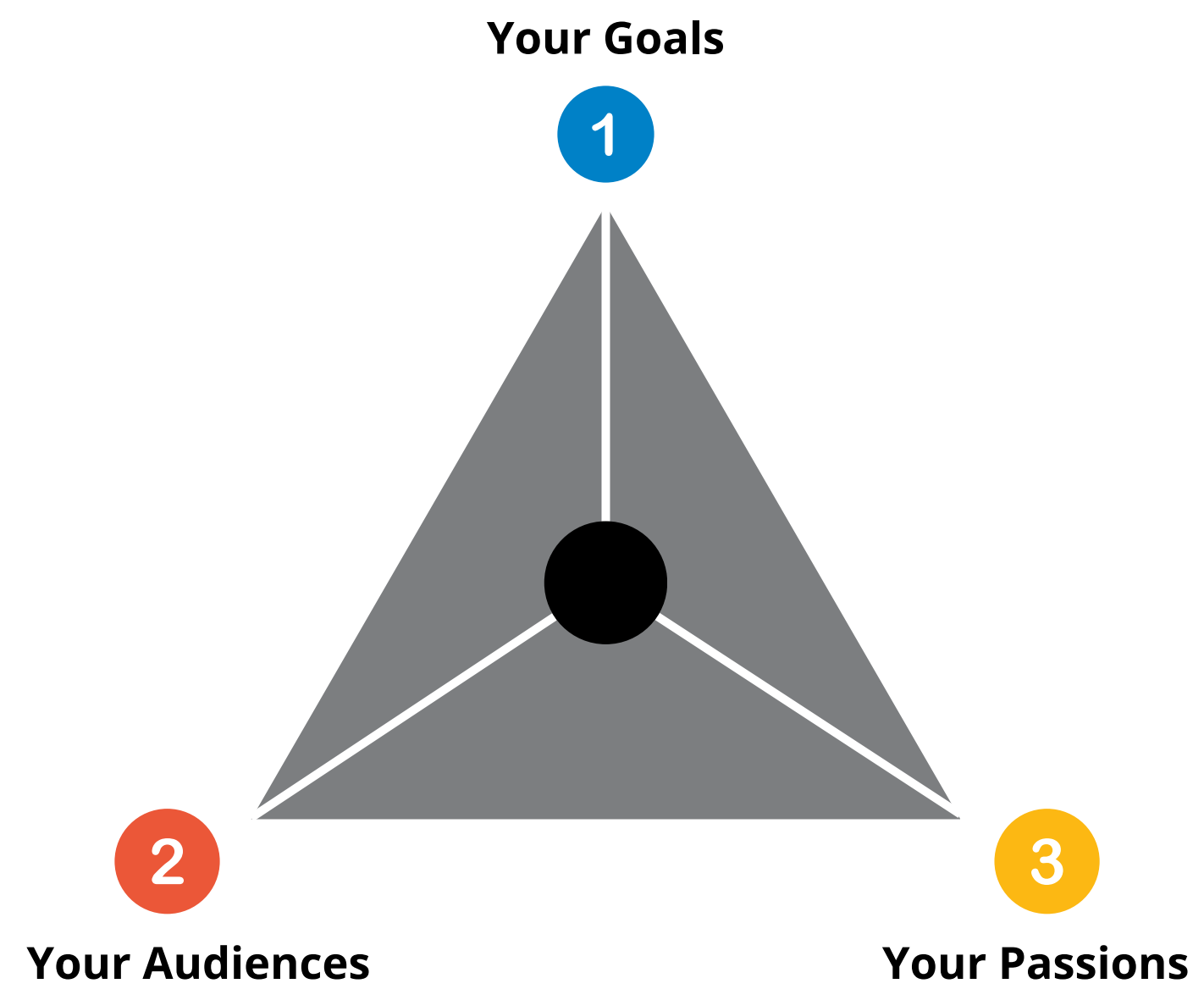
Your Digital Reputation will help you: ...

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-

Your Digital Reputation will help you: ...

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GET IN TOUCH.



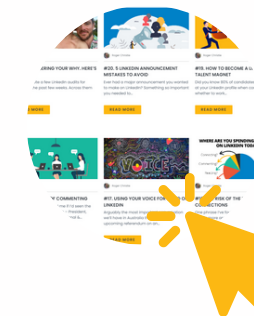
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Connect on LinkedIn

[linkedin.com/in/rogerchristie](https://www.linkedin.com/in/rogerchristie)



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