



THE FAMILY
TABLE

**LEADING WITH
PURPOSE**

THE FAMILY TABLE RECAP

Bringing people together is part of what we love doing the most, on October the 14th we hosted an intimate discussion with inspiring and progressive leaders, thinkers, doers and change-makers at our first Family Table.

The setting? One of the most glorious regenerative spaces in Frome, Vallis Farm.
The guests? Some of the most forward-thinking creative leaders in the South West.
The topic? Leading with Purpose.

Around the table, conversation flowed around what it really takes to embed purpose into the way we work, lead and live.

Expectations around balancing purpose and profit are increasing. It's no longer enough to talk about it, brands need to act and show results. This roundtable gave our guests the chance to share honest reflections, practical ideas and approaches that work and learn from each other's experiences.

This was a chance to:

- Exchange ideas with peers tackling similar challenges
- Pick up practical insight from other brands
- Spend time with other senior leaders who care about doing better
- Enjoy a morning away from the desk to think differently



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THEMES

A few key themes stood out:

Think local - the power of building ecosystems within 25 miles, connecting sustainability, creativity and community.

Make purpose part of daily culture - from ways to educate your workforce and bring everyone into the conversation.

Measure what matters - tools and data give credibility, helping boards and CFOs see that purpose drives value, not cost.

Lead with creativity - because people need to feel purpose, not just hear about it.

A huge thank you to our guests:

Rosie Wollacott Philips, **Head of Group Sustainability at Mulberry**

Andy Hawkins, **B Leader and B Corp Consultant**

Dan Srokosz, **Creative Director, Agency UK**

Sarah Robins, **Sustainability Manager, Banner UK**

Lowri Rhys, **Head of Brand, Pact**

Heather Elgar, **Landscape Lead, Rainforest Allowance**

Jack Horner, **Creative Strategist and Founder of Nearfield Magazine**

Megan Morass, **Co-founder & Co-CEO, Full Fat**

Shane O'Doherty, **Founder, Dark Union**

Rik Haines, **Managing Director, Positive Experience**

Michelle Fischer, **Creative Director, Positive Experience**

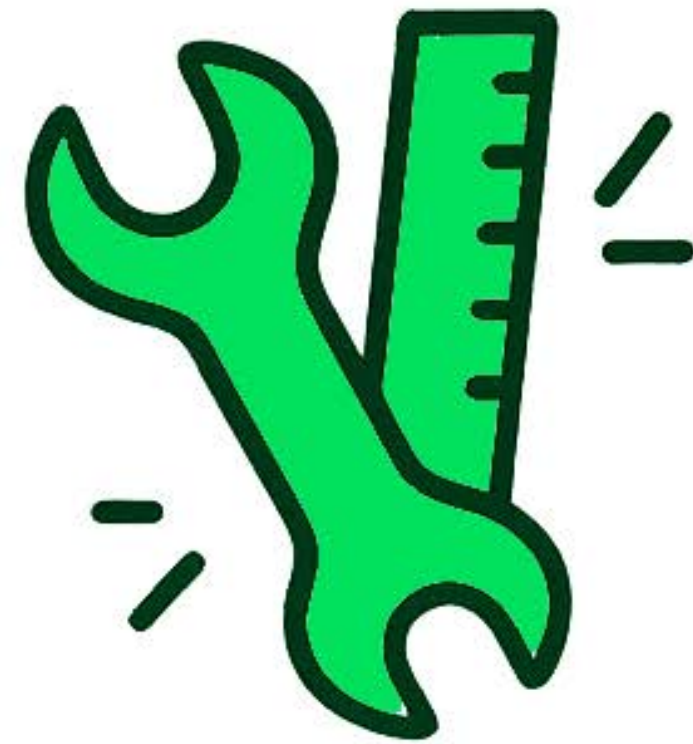
Victoria Robinson, **New Business & Sustainability Manager, Positive Experience**



THE FAMILY TABLE

KEY TAKEAWAYS & SHARED INSIGHTS

Here are some of the ideas, provocations and reminders that surfaced during the conversation:



Tools and Measurement

- Develop and use tools to measure and communicate impact, from carbon trackers to content impact frameworks.
- Share what already exists. There's no need to reinvent everything.
- Consider developing shared tools as a community.
- Measurement brings credibility and helps CFOs and boards understand the business value of purpose.



Making Use of What You Have

- Use any spare time, talent or resource to test new ideas or pilot small projects.
- Treat “redundant” capacity as creative space for innovation.
- Share details of local resources (materials, expertise, suppliers, contacts) rather than starting from scratch.



Think and Act Local

- There's huge potential close to home: local suppliers, schools, and creative partners.
- Collaboration within a 25-mile radius can reduce waste, travel and complexity.
- Build local ecosystems that connect sustainability, creativity and community.



Finance and Persuasion

- Nudge CFOs by framing sustainability as value creation, not cost.
- Link purpose to resilience, valuation and long-term competitiveness.
- Build the case with evidence, but also emotion, how it makes people feel and behave.



Culture and Engagement

- Get creative with how the whole business gets involved.
- Borrow ideas like climate cafés, B Corp cafés, or impact teams that own different focus areas.
- Put sustainability goals into SMART objectives and make them part of daily culture.
- Face-to-face beats email for real engagement.



Learning and Language

- Keep learning. Staying informed makes you more articulate and credible as an internal activist.
- Use regenerative nature-based language, it reframes sustainability as growth, renewal and creativity.
- Think “evergreen” content and long-term storytelling rather than short campaign bursts.

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KEY TAKEAWAYS & SHARED INSIGHTS



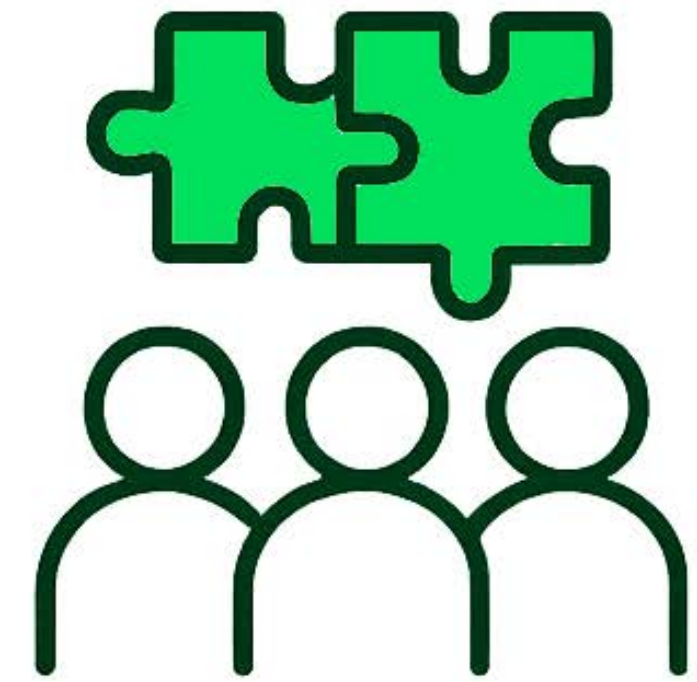
Creativity and Communication

- Creativity can help people feel purpose rather than just hear about it.
- Reuse and re-imagine assets to reduce waste and cost.
- Authenticity matters more than polish. Consumers value honesty over perfection.
- Build confidence around green claims so fear doesn't silence good stories.



Education and the Next Generation

- Bring purpose into schools and youth spaces early.
- Industry engagement can change how young people see careers in sustainability and creativity.
- Parents and professionals can be powerful ambassadors in classrooms.



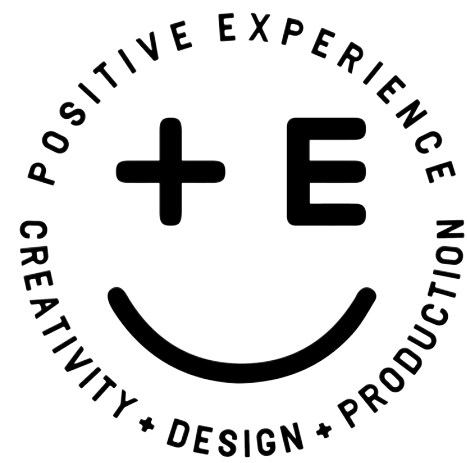
Collaboration Opportunities

- Share tools, resources and data across businesses.
- Learn from each other's engagement models and content ideas.
- Keep this network alive! There's real power in continuing to meet, talk and test things together.

THE FAMILY TABLE **OVERALL TAKEAWAYS**

- Sustainability and profitability must be proven to coexist
- Internal engagement and participation drive long-term culture change
- Fear of greenwashing remains a major communications barrier
- Creative teams are adopting regenerative, repurposing mindsets
- Community engagement through collaboration and education is becoming integral to sustainability work





THANKS

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