

**NEWS RELEASE**

THURSDAY 30 JULY 2020

**GLOBAL PURPOSE LED BUSINESSES UNITE TO IMPACT INDUSTRIES IN NEED**

Over 1200 businesses globally have come together to unite on purpose through a campaign spearheaded by UK founded company, Business of Brand (BoB). These businesses are now campaigning to reach out and support the industries and businesses around the world that have been most impacted by COVID-19 as we move through the economic recession.

To provide further support, the L&D foundation, set-up by BoB, is gifting 100 places on the BoB Earth platform - a platform for good and the first purpose-led platform in the world. These programmes will support people and businesses around the world who would not otherwise have the means to come onto such programmes, as well as to start-up businesses from underprivileged and diverse backgrounds and countries.

#help100 will support businesses by gifting them a place on a programme that will shape 21st-century thinking and encourage innovation and agility to transition during this challenging period. BoB’s intention thereafter is to gift a further 1000, 5000, 10,000+ places to drive the value of purpose within businesses.

“This is just the beginning” commented Linzi Boyd, founder of BoB and BoB Earth, “We want to encourage businesses to come and join the quiet revolution and help 100 businesses during this difficult period and share our global knowledge”

To create unity around the world, the campaign will run for 1 year.

HOW TO APPLY:

<https://businessofbrand.com/uniteonpurpose/>

#help100

**NOTES TO EDITORS:**

LAUNCH DATE: Thursday 30 July

INTERVIEWEE : Linzi Boyd   <https://www.linkedin.com/in/linziboyd/>

BACKGROUND: Businessofbrand.com/unite [bobearth.com](http://bobearth.com/) or see below.

VIDEO: <https://www.facebook.com/LinziBoydBoB/videos/285523406044723>

**For further media information and interviews contact:**

UK: Alison Cryer, Representation Plus

Mobile: 07831 555 106

Email : alison@representationplus.co.uk

AUSTRALIA: Julie King, Julie King & Associates

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| Mobile:   +61 428 026 093  |

Email : Julie.king@jkingassociates.com

**BACK GROUND:**

Linzi Boyd – Founder – BoB (Business of Brand)

Visionary leader, Linzi Boyd is the woman known for building famous brands and speaking on the world stage about global trends. Here to create the face of the modern world, she is also a best-selling author, serial entrepreneur, the Founder of BoB, and BoB Earth.

By age 24 Linzi had set up and sold two businesses. Her second company was sold to Caterpillar and her third business, Surgery, championed some of the most well- respected brands known today.

Linzi also founded BoB Earth - the first purpose-led platform that connects business around the world to trade and connects business to unite so that they can learn together in the BoB home-schooling classes to trade with each other to impact change.

She is changing the way modern business operates and is known for creating the face of modern business and the face of the modern world.

About BoBEarth, the Business of Brand & the Campaign Objectives

When BoB was set up as a business in 2016 their deepest driver was their value and ability to build brands to shift industries to change the world. The value that sat around that was unity, bringing both sides of the coin, the left and the right-hand side of the brain, the her and the him; two sides of energy.

The team at BoB have been building businesses since 2016 and have transitioned 5200 businesses globally from 20th century business models to 21st century business models leading with purpose and driving impact and change.

These businesses have been shown how to drive the value of their business up with the value around purpose, not just driving commercial value alone.

When the pandemic hit BoB launched the BoB Earth tech platform, which was created to enable businesses, leaders, owners and entrepreneurs from around the world to unite. They learn together and grow, having accountability and a support network, not learning alone and in isolation. They create engagement and partnerships that drive action. They are trading together in the new trading economy through BoB Earth. Coming together to impact change, bringing value to businesses and the world at large.

Through the pandemic and on BoB Earth they wanted to teach businesses how to unite on purpose - how to come together as a collective and to create modern businesses and become the new face of the world. The belief within BoB and the L&D foundation is that everyone should be seen and heard.

Taking the two sides of the coin again empowering businesses and leaders to unite on purpose, do it on purpose by being purposeful and do it as well to unite on business purposes to shift industries to change the world.

The unite on purpose campaign kicks off on the 30th July to bring people together around the world to unite on purpose.

The L&D foundation is gifting 100 places to start-up businesses from underprivileged backgrounds or countries, diverse backgrounds, and people from industry and business who would not otherwise have the means to come onto such programmes. #help100 initially sets out to help 100 businesses and gift them a place on the programme but after that BoB want to gift 1000, 5000 possibly 10,000 to drive the value of purpose within businesses.

Since 2016, BoB have already gifted over 900 bursaries in co-ordination with partners like The Mayor’s office on their International Business Growth Programme. They are working with the Hispenic Nation in America to see how they can gift and share their IP to benefit their community.

As leaders and their companies come through the programme BoB invite them to pay it forward by donating 5% or 10% to the foundation to allow the #help1000 #help10000 become a reality.

Our purpose, their approach and their IP is affiliated with the United Nations

“We at the UN Global Compact support platforms such as BoB Earth, helping the growth of purpose-driven entrepreneurs and business enabling them to connect, learn and trade together to impact positive change in the world.”

The vision is to kick start the economy – purpose led business models kick starting the economy and doing good in the world. This is far beyond commercial value and gain. BoB Earth is a platform for good – the first purpose led platform in the world, known for being a platform for good and allowing leaders and businesses around the world to connect, learn and trade.

If BoB can unite people together to be on purpose they can potentially create a brand new earth and the face of the modern world.

They are here to remodel traditional businesses, to help them lead with purpose and to drive commercial and cultural conversations to increase their value. BoB are working with accountants, wealth managers, engineers, new tech, service industries, the tourism industry, arts & culture, healthcare, retail - normal traditional businesses, enabling them to be part of the community of businesses that kick start the economy around the world.

Building and enabling businesses to be purpose driven.

Statistics:

* 5200 Businesses have participated in BoB Growth programmes
* 11 cohorts for London Mayors Programme and London Stock Exchange
* 1200 Businesses joined the Community when COVID-19 hit
* 17 Webinars have been run since the start of the pandemic with 2500 Businesses attending over 17 weeks
* 450 Business have joined the 18 month L & D Programme (L Shape Recession Driving into Growth)
* 900 Bursaries have been awarded

Case Studies – Testimonials:

Partner testimonials:

Elite – “BoB's contribution to Elite has focused on helping our companies understand how running a brand-led business drives value. Our entrepreneurs have also benefited from learning more about the importance of a personal brand. The key message being “your brand is your business!” Umerah Akram: Head of ELITE UK and Global Business Development at the London Stock Exchange Group

BoB School testimonials:

“Being part of the BoB community has given me the confidence and tools to further expand and develop our brand and increase our international profile and reach. So much so that we are making a major step into the Chinese market and connecting with our global connections and ex pat community there who represent global brand players. Thanks to Linzi and the BoB team and we look forward to further shaping and refining and tapping into this excellent community and resource”. Richard Muir - Glasgow Chamber of Commerce

“The BoB business school has enabled us to identify our potential as a business and, more specifically, derive strategic clarity as to how to achieve growth. The credibility of the process helped us recognise latent assets in the business and provided clear direction as to the available levers to sustained & managed scalability. We have already started to invest in key resources, strengthen those previously unidentified assets which will drive our successful future and build key campaigns. The school has supported us in creating the vision, confidence and strategy that was sorely missing 6-months ago”. Tom Hall - Alitex

“We bring women and women-led business together to connect, inspire and thrive.

We want to be known for being the voice of female-driven enterprise and a place where they find the support and connections needed to growth. Linzi Boyd and BOB School are secret weapons for business success. Sitting in the BOB school classroom you can literally see lightbulbs being turned on!  You will come away with an actionable plan that makes you feel excited about all the prospects your business holds. You will feel supercharged and equipped with the confidence and knowledge to take your business beyond where you ever thought it could go”. Michelle de Klerk – Founder and CEO Women’s Chapter

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