From "Nice to Have" to Necessary: Repositioning Wild Purpose CIC

A strategic recommendation for an intergenerational, nature-based community organisation

The Problem

Wild Purpose runs co-mentoring and nature-based sessions that bring different generations together. The programme worked. Participants left more confident, more connected, and calmer.

But the marketing didn't say that. It said "workshop." It said "community activity." It said "nature session."

The founder's own instinct was right: the organisation was being read as optional. A nice add-on, not a necessary one. That perception gap was the real problem, not the programme itself.

The Insight

I ran founder interviews and reviewed participant feedback from across Wild Purpose's programmes and events from 2024 to the present, looking for the common themes sitting underneath the individual comments. Real community voices, not assumptions about what they might feel.

A gap opened up immediately.

What the organisation was *saying* it did: run events.

What participants were actually *experiencing*: a shift in how they saw themselves and the people around them. Less overwhelm. More belonging. Real relationships across a generational divide that usually stays closed.

The transformation was already happening. It just wasn't the thing being sold.

The Strategic Shift

The positioning went through three stages.

Stage one was functional and accurate:

> **Positioning Statement** Wild Purpose supports adults from different generations to connect through co-mentoring and nature-based community sessions, helping

> them build meaningful relationships, deepen cross-generational understanding, and improve their wellbeing.

It described the programme correctly. But it described it, rather than sold it. Everything in that sentence is a feature: co-mentoring, sessions, relationships, understanding, wellbeing. Nothing in it is a before-and-after.

Stage two compressed that into a single line built around transformation: *"From disconnection to belonging: building stronger communities through nature and intergenerational understanding."* This was the right instinct. It named a state shift, not a service. But a strapline is a promise, not a system, and the content underneath it was still describing sessions and activities.

Stage three built the system that makes the strapline true everywhere, not just in the headline: the founder interviews, the participant feedback synthesis, the three-pillar framework, the audience mapping. Every pillar, hook, and content type had to answer the same question the tagline was already asking: what does this person move *from*, and what do they move *to*?

Stage	What it does
1. Original statement	Describes the programme accurately
2. Tagline	Names the transformation in one line
3. Pillar system	Makes that transformation true across every piece of content, hook, and channel

Every piece of content, on this model, has to answer one question: what changes for this person, emotionally or socially, because they showed up?

The Framework

Three pillars, drawn straight from what participants actually reported feeling.

Personal Growth. Confidence, clarity, self-understanding. The message: people leave more sure of who they are.

Connection. Intergenerational relationships, belonging, being seen. The message: people build relationships that widen how they see the world.

Calm & Wellbeing. Emotional regulation, restoration, nature as a reset rather than a backdrop. The message: people leave calmer and more present.

Each pillar came with content direction and hook language built to open with the emotional state, not the activity:

- *"What if you're not behind, just in transition?"*

- *"I didn't expect to connect with someone 30 years older than me."*
- *"We didn't talk for the first ten minutes, and that changed everything."*

The Application

The two core audiences (young adults navigating early-career instability, and mid-life adults re-evaluating work and purpose) needed different entry points into the same three pillars, so the recommendation mapped content and channel by life stage: short-form, identity-led content for the 22 to 30 group; reflective, long-form storytelling on LinkedIn for the 31 to 60 group.

The same reframe extended to partnership and funding conversations. "Preventative, relational wellbeing model" is a very different pitch to a funder than "community activity," and it's the same organisation doing the same work.

Status

This is a strategic recommendation, not yet implemented. I'm sharing it here because it shows how I work in practice: a strong headline positioning is a starting point, not a finish line. The real work is building the system underneath it so every piece of content, every channel decision, and every partnership conversation carries the same transformation-led logic the tagline already promised.

Interested in this kind of work for your company? Get in touch.