



# IDGs in Marketing

**People, Profit & Planet. Driving global impact together.**

Nina Weiss

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# Nina Weiss - Future Communication

Brand marketing consultant  
specialized in  
**Sustainability and transformation**

Transformation marketing  
for global impact



# Nina Weiss

## Global experience, new knowledge

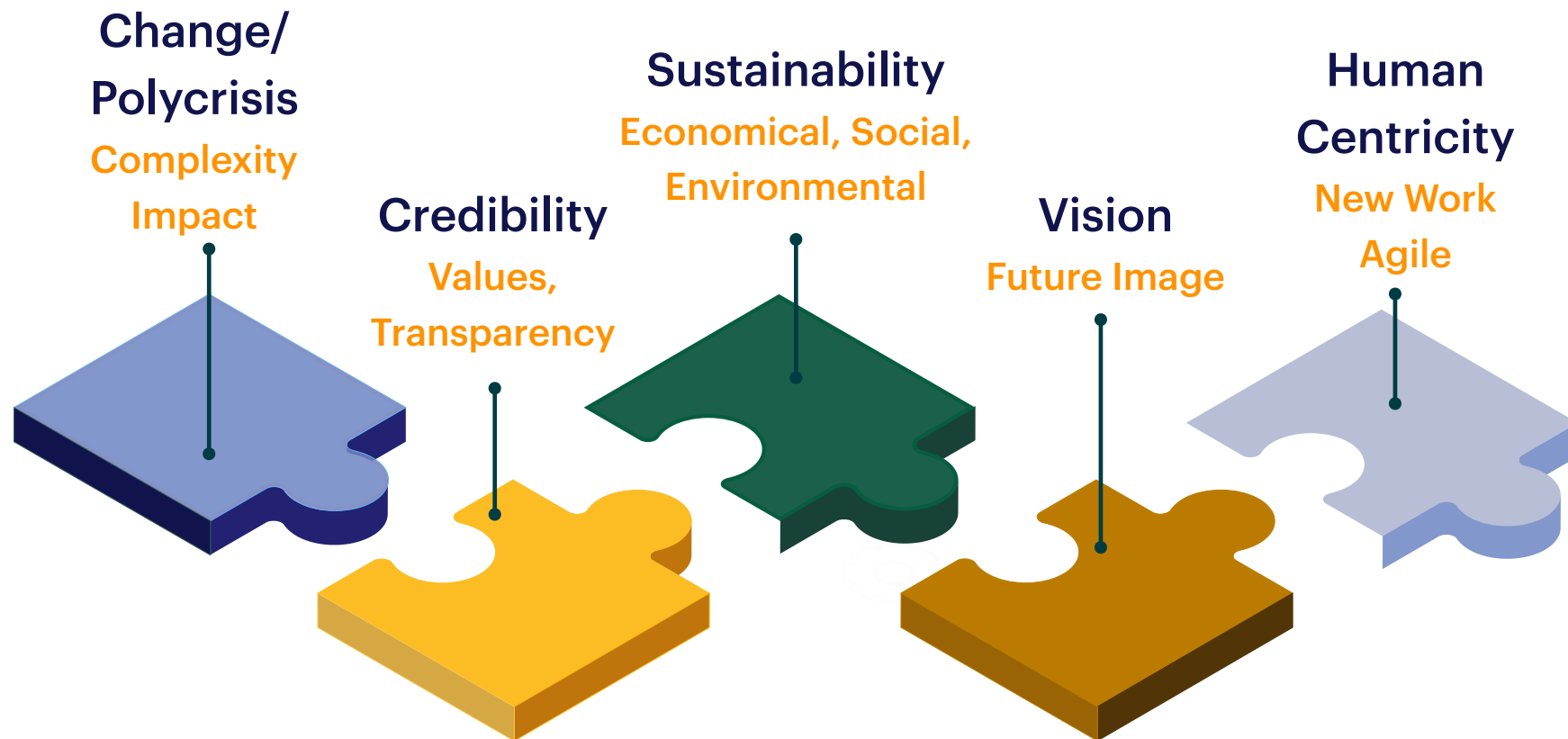
- 15 years of experience in int. brand communication strategy (BMW, Gore-Tex, int. lead)
- Plus: Psychology, futurology, spirituality personal & organizational development
- Networks: Conscious Business, Inner Development Goals, Sym:beyond economy





**Driving the paradigm shift**

# Paradigm Shift in economy: New rules for marketing



Goal: Green, resilient economy and society

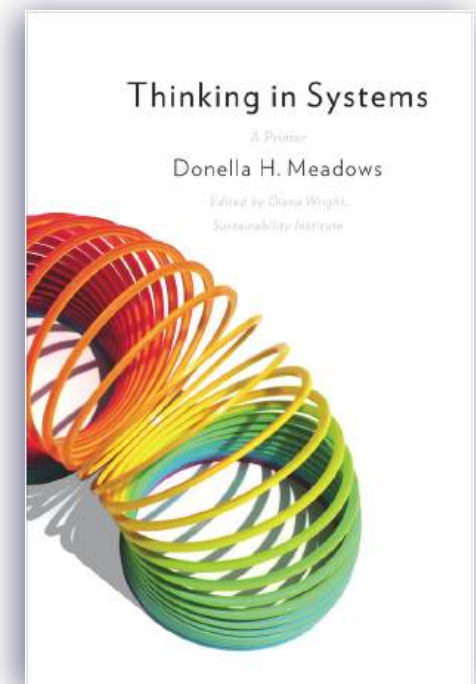
# Thinking in Systems - Donella Meadows



The world is a complex,  
interconnected, finite, ecological,  
social, psychological and  
economic system.  
Everything is connected.

— *Donella Meadows* —

AZ QUOTES



# New Dimensions in Marketing:

**1. Credibility**

**2. Complexity**

**3. Responsibility**

***„We need deep messages,  
that people easily can  
pass on.“***

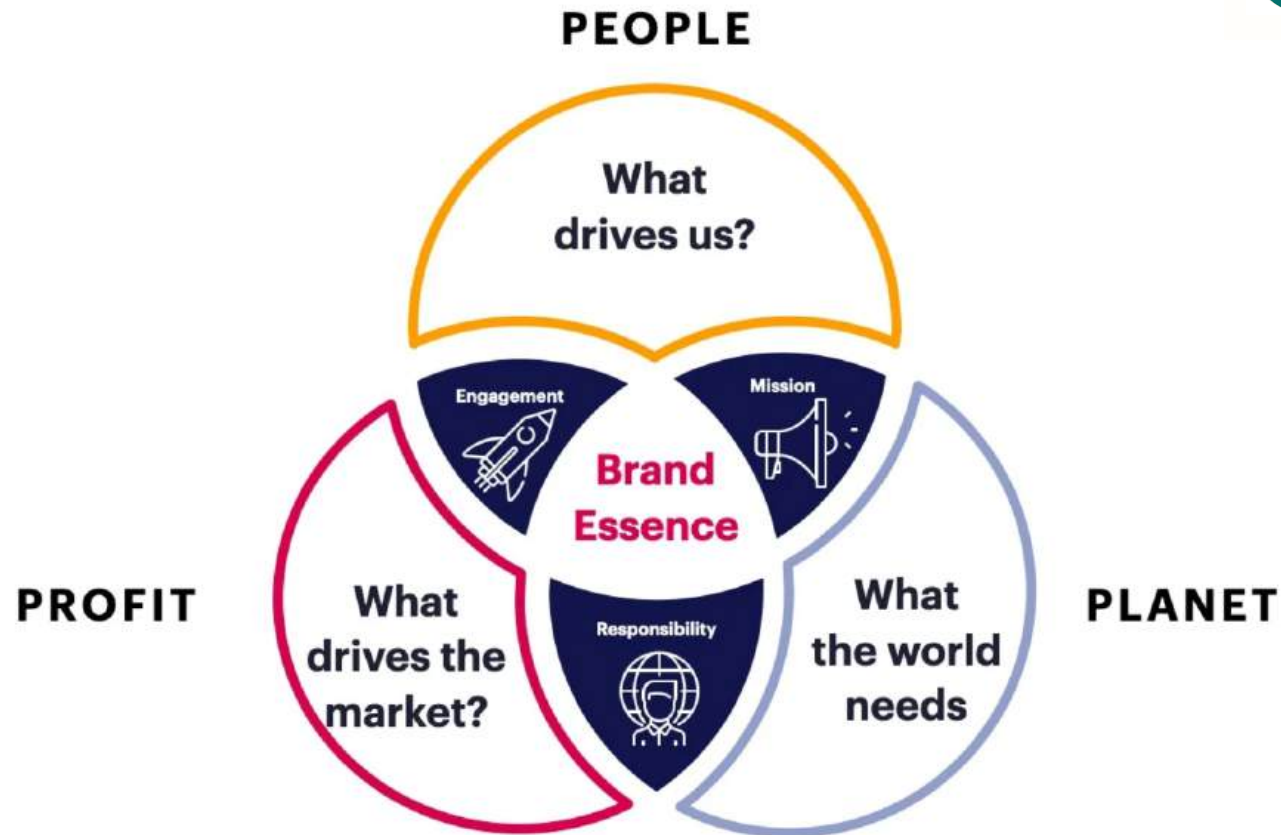
Nina Weiss



An aerial night view of a city skyline, likely Minneapolis, Minnesota, featuring a river (the Mississippi River) and a bridge (the Hennepin Avenue Bridge). The city is illuminated with lights, and the sky is a deep blue. The text "New Dimensions in Marketing" is overlaid in the center of the image.

# New Dimensions in Marketing

# Future Brand Model



# Future Brand Model

## Outer circles:

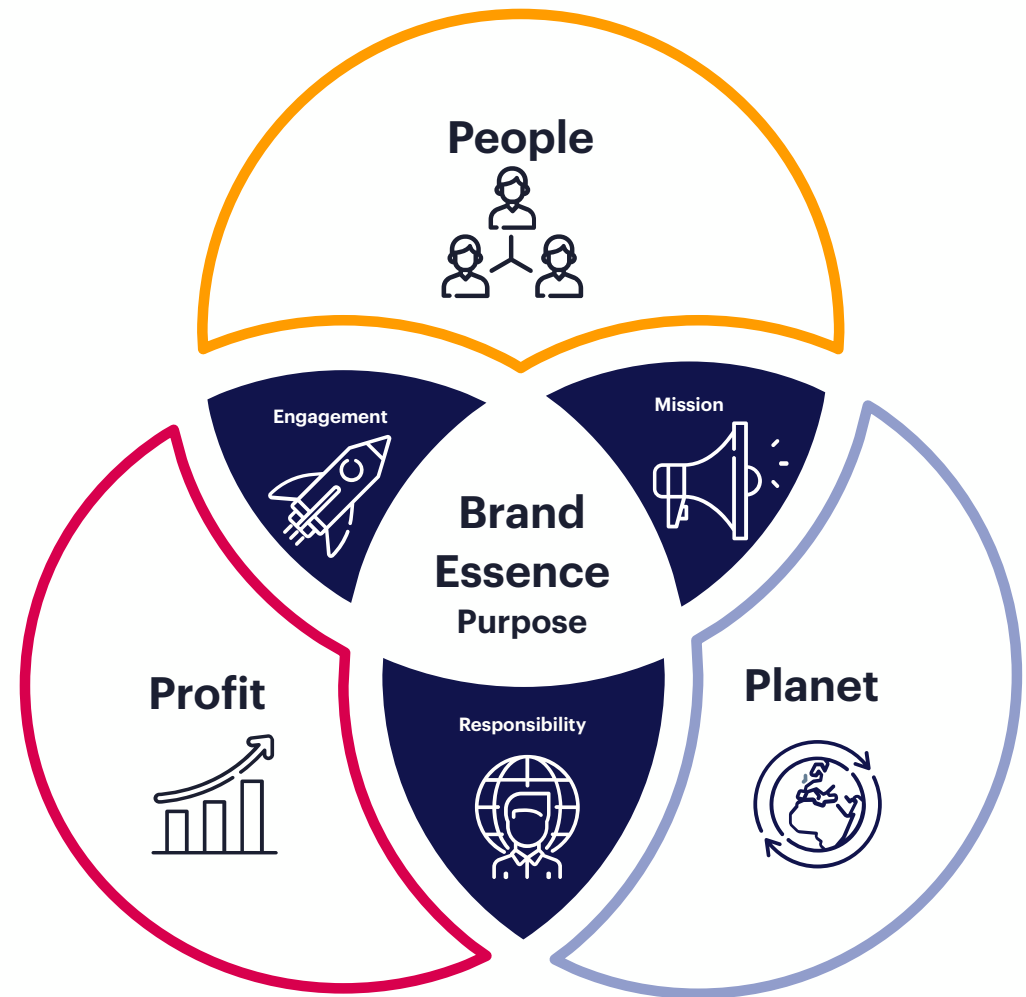
Values and Potentials = People

Future Market = Profit

Impact = Planet

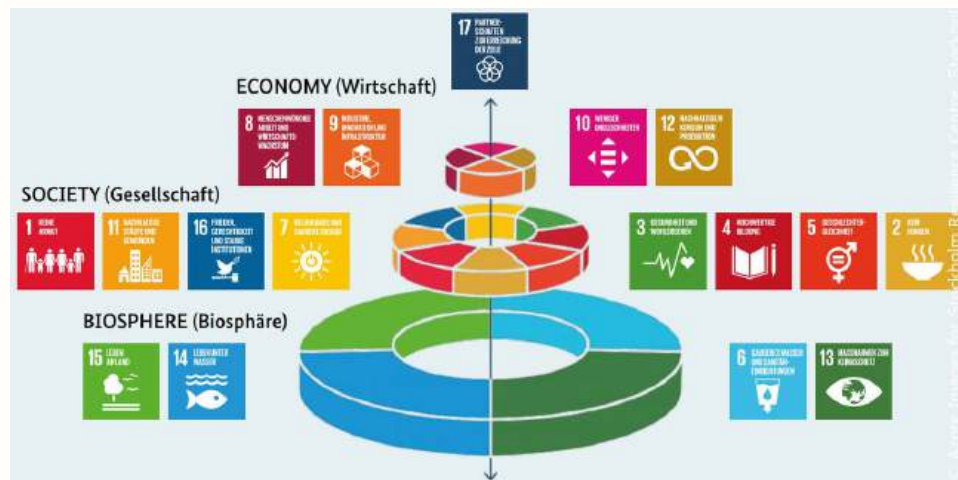
## Intersections:

Strong brand messages



# Future Brand Model

**Brands with a profit business approach:  
Balance: Focus Planet (SDGs) & People (IDGs)**



***„Future brand communication***

**=** *identity & impact driven*

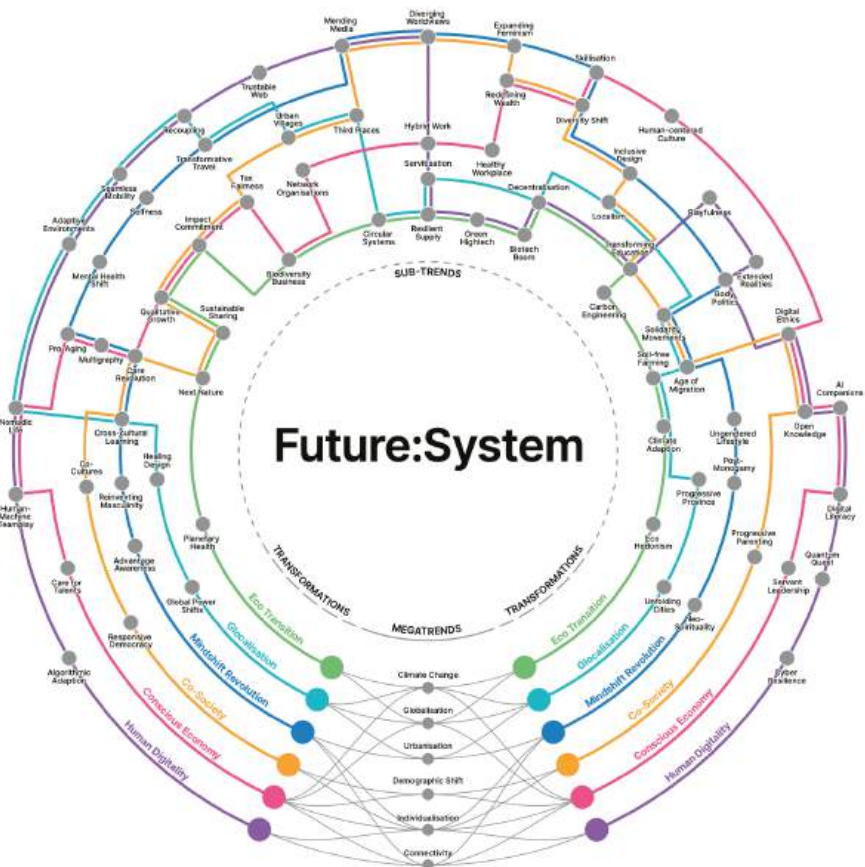
***corporate communication.“***

**IDGs in Marketing**

**Global Impact Communication**

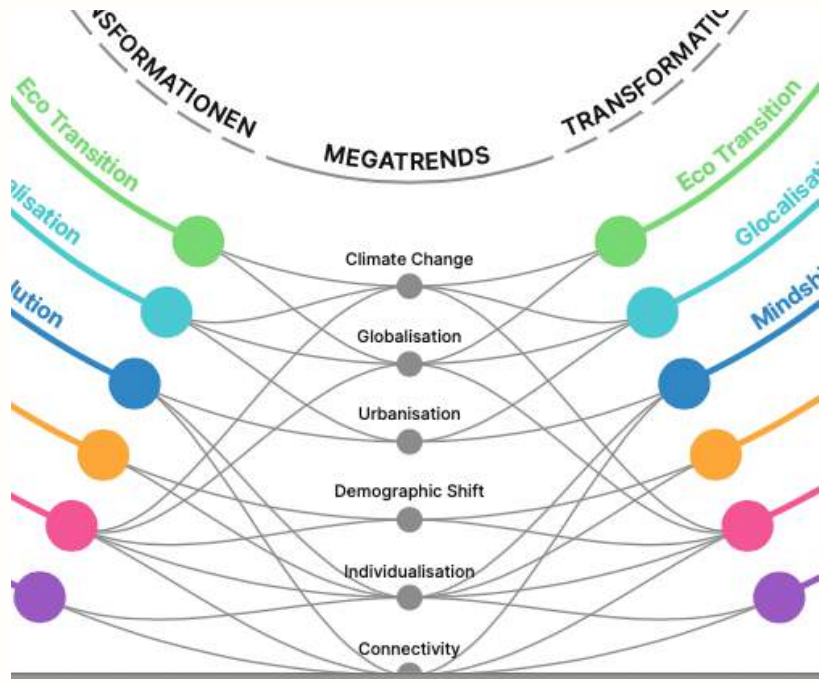
# Transformation Trends

THE TRANSFORMATIONS OF THE NEW SOCIETY



n

# THE FUTURE: PROJECT



<https://thefutureproject.de/system/>

# Future Marketing Guide



## New ways for brands from Tomorrow





***„THE MARKETING OF THE FUTURE  
HAS THE TASK OF CREATING THE LINK  
BETWEEN THE INSIDE AND OUTSIDE OF AN  
ORGANISATION IN A MEANINGFUL WAY.“***

Ninna Weiss in: Future Marketing Guide, The Future Project

# IDGs in Impact Marketing



# IDGs in Impact Marketing

Food for thought and action for marketing professionals:

Which of these skills do you personally possess? Which ones would help you with your challenges? Which IDGs help you to better understand consumers and customers?

**IDG 1 Being:** Are you aware of yourself and your integrity? Do you stand behind what you communicate?

**IDG 2 Thinking:** Do you promote complexity awareness and critical, long-term thinking in your team? Do you work with transformations, visions and constructive images of the future?

**IDG 3 Relating:** Does the company really stand up for others and the world? Is this attitude also lived by the management team?

**IDG 4 Collaborating:** How does the company deal with competitors, suppliers and employees? Is there a trusting relationship?

**IDG 5 Acting:** Does the brand only make promises or is there a real strategy behind how it works towards sustainable or higher goals? Does it boldly lead the way and set a good example?

# IDGs in Impact Marketing

## INNER DEVELOPMENT GOALS IN MARKETING

The IDGs are crucial skills for shaping change. This applies not only to individuals, but also to organisations and especially to brands. They provide orientation on the path to greater impact and are a useful tool for sustainable brand development.

Similar to the SDGs, which show the external impact of a company, the IDGs help to understand whether the internal values of a company match what it communicates to the outside world. They are a good indicator of whether a company lives the values that it communicates to the outside world.

**The IDGs help to understand whether the internal values of a organization or brand match to what it communicates to the outside world.**

# IDGs in Impact Marketing

Sustainable brands and those that are already drivers of change can use the IDGs to recognise which skills they already have and which can be used or further developed for communication. Brands that are still at the beginning of their transformation can use the IDGs to start analysing existing potential and blind spots and thus identify the next steps.

Everyone in marketing, corporate development and management consulting deals with future topics in one way or another. Sustainability and transformation often play a central role in this. Marketing is a powerful tool for helping to shape the future. The IDGs highlight design opportunities that can help to communicate better and develop successful strategies.

Marketing and brands have a great deal of leverage on the way to a future worth living. If you are interested in becoming part of the IDG movement or other communities that are driving change, you will find specific contact points for the IDG Hubs, the IDG Summit and other networks and conferences on page 177.

**Marketing is a powerful tool  
for shaping the future.**

**The IDGs highlight  
opportunities to communicate  
better and develop successful  
strategies**

# IDGs in Impact Marketing

The *"Inner Compass"* is not at the top of the IDGs framework for nothing. It's about raising awareness of what you - or a brand - really stand for deep down. The answer to this question can be extremely powerful. Zen master Thích Nhất Hạnh emphasises with his guiding principle

*"The way out is in"*, that the path to the solution always begins within - both for individual and global developments. This also applies to marketing when it comes to authentic and effective brand communication.

**The „Inner Compass“ raises awareness of what your brand really stands for.**

**The answer to this question is extremely powerful**

# Inner Development in Transformation Marketing

**The Guiding Principles:**  
By Renée Lertzman



## **Attune**

Understand your people.



## **Reveal:**

This is hard stuff.  
That's OK.



## **Convene:**

Less talking at.  
More talking with.



## **Equip:**

Be a gardener.  
Grow your people.



## **Sustain:**

Go beyond the pledge.

# Marketing & IDGs



# Learn more:



Nina Weiss &

THE FUTURE:  
PROJECT





NEW DIMENSIONS IN MARKETING

*Let's do it!*  
*For a better future!*

**Nina Weiss**

**Future Communication**

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