

## CASE STUDY

# A PERSONALIZED MEDICINE LEADER GETS A HEALTHY DOSE OF PURPOSE

Advancements in cellular, genetic and immunotherapy science hold the revolutionary promise of enabling delivery of personalized treatments and the development of new drugs. They're also revolutionizing the way medicines are *produced and delivered*, requiring a rarely-seen degree of “mass customization” and careful production-pathway orchestration. Manufacturers rely on complex, distributed supply chains to ensure that the right patient gets the right treatment at the right time.

U.K.-based TrakCel provides a software platform that allows these manufacturers to develop therapies safely at scale, ensuring that critical identity, custody and condition chains are maintained. Having tripled in size since 2016, the company now boasts 75 employees and more than a dozen clients worldwide.

With the opportunity to play a vital role in the future of healthcare, TrakCel's leaders recognized the need to establish a purpose-based culture to help guide and illuminate the company's continued growth (not unlike the way in which TrakCel software helps guide and illuminate clients' growth).

*“BrandFoundations’ PWI framework gave us a great structure that we used with a group of about twelve folks over the course of a few sessions. We facilitated a great conversation about what each of us feel are the most important aspects of life at TrakCel. We now have core messaging that can engage the whole employee journey and a common language to express why and how we are doing things. PWI has finally given voice to the way we think and feel about the company.”*

— **James Rudolph, COO**  
**TrakCel**



## Enter Purpose-Way-Impact:

### The “North Star” Messaging Framework

Looking to capture the best of its culture, TrakCel leadership initially considered the traditional Mission-Vision-Values framework. However, COO James Rudolf had immediate reservations. “It didn’t offer the right level of potential for people to engage emotionally and felt like we’d just be going through the motions.”

In early 2018, Rudolf contacted BrandFoundations and decided to use our Purpose-Way-Impact (PWI) model to conduct a self-administered workshop with other TrakCel team members.



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As a result of this exercise, the company now has a clear set of “north star” statements that provide differentiation, behavioral guidance, and inspiration to employees while also resonating with clients and prospects.

Says COO Rudolf: “We now have core messaging that can engage the whole employee journey and a common language to express why and how we do things. We’ve even summarized the statements and values into visual representations around the offices. PWI has finally given voice to the way we think and feel about the company.”



### Time for a Stronger Foundation?

Does your company’s foundational messaging need a genetic overhaul in order to express your “North Star”? Let us show you a more powerful way to tell the story of your brand and culture with our Purpose-Way-Impact model.

Our sweet-spots include (but aren’t limited to):

- B2B Technology / Telecom
- Financial Services
- Healthcare / Pharmaceutical
- Consumer Products / Luxury

Visit [www.brandfoundations.us](http://www.brandfoundations.us), email us at [info@brandfoundations.us](mailto:info@brandfoundations.us), or simply pick up the phone and call us at **914.841.5166**.

