

# 2024 BRAND PURPOSE & STRATEGY GUIDE

INTERNAL USE ONLY





This brand purpose guide is meant to provide a clear understanding of who we are, why we exist, what we do and how we talk to our most important audiences.

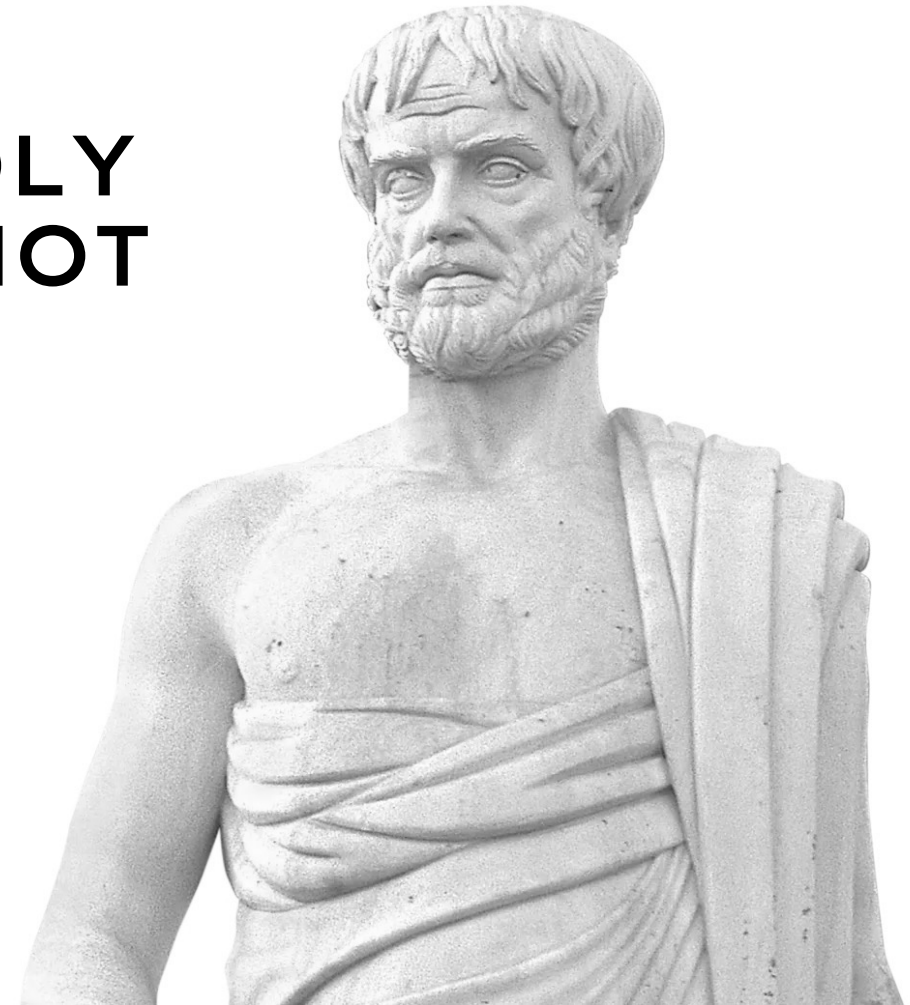
This guide will help you better understand MAC's broader purpose and strategic imperatives.

We hope you feel personally inspired and motivated with this guide because you play a role in helping shape the future of our region and unleashing Atlanta's ambition.

**WE ARE ONE MAC.**

**WE ARE WHAT WE REPEATEDLY  
DO. EXCELLENCE THEN, IS NOT  
AN ACT, BUT A HABIT.**

ARISTOTLE





# OUR PURPOSE

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An aerial night view of the Atlanta skyline, featuring numerous illuminated skyscrapers and city lights. The image is dark, with the city lights providing the primary illumination. At the bottom of the image, there is a red outline that traces the silhouette of the city's skyline, including prominent buildings like the Georgia State Capitol and the Atlanta-Fulton County Stadium.

WE EXIST TO  
**UNLEASH ATLANTA'S AMBITION**

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## OUR PURPOSE DEFINED

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# UNLEASH ATLANTA'S AMBITION



By being embedded in the community and connected with the region's leaders, **MAC sits in the unique position to unlock Atlanta's power to do good**, so others will prosper, and we all continue to drive forward.



Atlanta's business community is destined for big, bold things, constantly evolving and charting a new path for a brighter future. **MAC stands at the nexus of that future, refusing to be complacent, looking for what's next.**

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# MAC'S PURPOSE JOURNEY

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## VISION

(WHERE WE'RE GOING)

Position Atlanta as a top-tier global region

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## PURPOSE

(WHY WE EXIST)

Unleash Atlanta's Ambition

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## PRINCIPLES

(MAC AT OUR BEST)

- Sit Down Together, Stand Up to Act
- Sharpen the Focus, Expand the Reach
- Take the Lead, Share the Credit
- Knock Down Walls, Open Doors

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## MISSION

(WHAT WE DO)

Be a catalyst for a more prosperous and vibrant region



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# OUR PURPOSE PRINCIPLES

Sit Down Together,  
Stand Up to Act

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Knock Down Walls,  
Open Doors

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Take the Lead,  
Share the Credit

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Sharpen the Focus,  
Expand the Reach



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## PURPOSE PRINCIPLES DEFINED

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These principles are **foundational** as they are deeply grounded in the ethos of our organization. They also may feel **aspirational** – and we should always strive to live out our Purpose and these supporting principles as an organization and as individuals.

### Sit Down Together, **Stand Up to Act**

We're so much more than a meeting. We're a collective force on the frontlines of a bolder future. We call on decision makers with intention and turn newcomers into locals with the expectation that they pull up a chair, share an idea, and then get to work.

### Take the Lead, **Share the Credit**

Our history, knowledge and experience teaches us how to navigate paths and discern ways that courageously move Georgia forward. We're bold leaders who'll do what's right and always focus the spotlight on the shared successes of our communities.

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### Knock Down Walls, **Open Doors**

Here, diversity of industry meets diversity of people, and everyone can make their mark. Businesses are drawn to metro Atlanta to find the talent that helps them flourish. And together, we strive to keep the door to progress open so opportunities can be shared with all.

### Sharpen the Focus, **Expand the Reach**

From policies to partnerships, we advocate for making a difference that ensures we all rise together. It's our business to sharpen our focus, expand our reach and impact what truly needs changing.

#### **PURPOSE PRINCIPLES ARE:**

Mindsets and behaviors that define us and how we do our work

#### **PURPOSE PRINCIPLES ARE NOT:**

Messaging to tell external audiences how great we are

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# OUR PURPOSE NARRATIVE

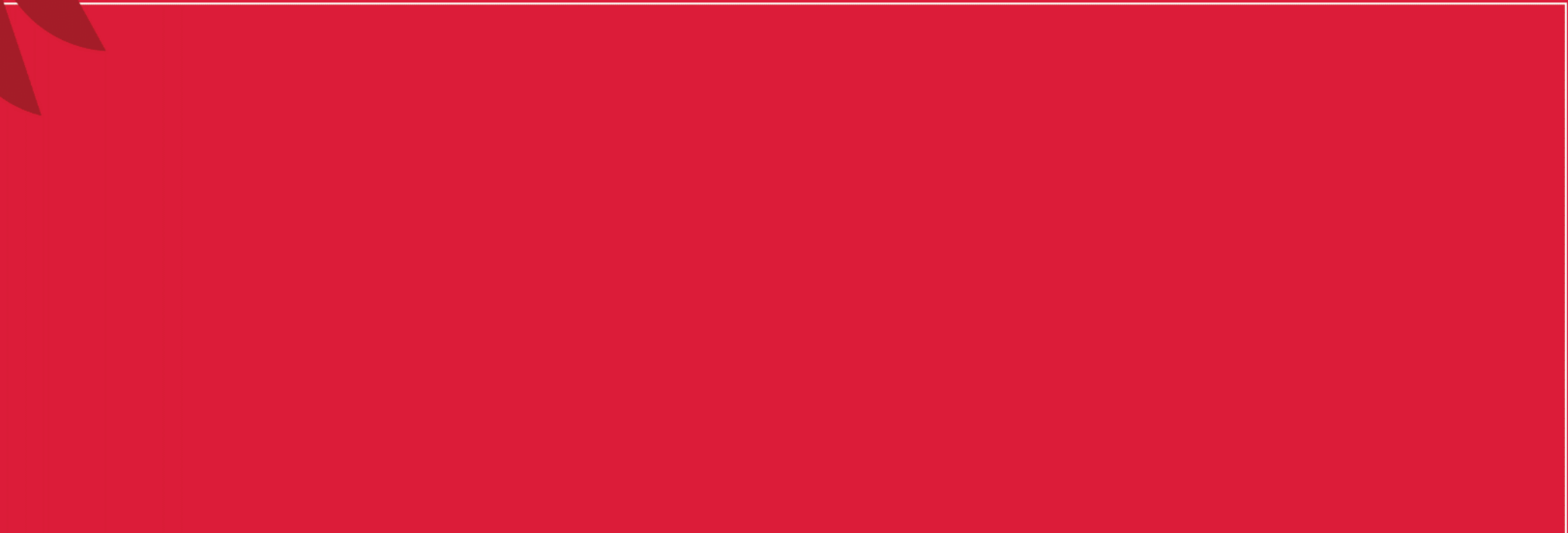
Atlanta's growth is fueled by restless ambition. An ambition to be a home where people and businesses can carve a path to a sustainable future. To be a top-tier global city competing on the world's stage. To create an inclusive and equitable society. To be bold, aspire for more and make things happen.

As our region's influence expands, Atlanta will need a guide—one who can focus the power of business on the needs of the people, so everyone thrives. MAC is the guide that leads to our brighter future. From our city to the region to across the world, we partner with CEOs, policymakers and innovators to ensure all the opportunity that lives here is offered to all.

MAC stands at the nexus of commerce and community where anyone can make their mark, embracing our responsibility to unleash Atlanta's ambition.



# OUR ROLE



There's  
a hero.

— The hero  
meets a  
guide.

— The guide  
gives the  
hero a plan.

— The guide  
urges the hero  
to action.

— The hero acts on  
the guidance and  
finds a new path.



**The hero is  
transformed.**



**MAC IS  
NOT THE  
HERO.  
MAC IS  
THE GUIDE.**

We lead by this foundational principle. But what does this mean? **In short, it's not about us. It's about our most important audiences.**

Most brands spend most of their time telling their own story. But at MAC, we always treat our target audiences as the heroes in the stories we tell and position ourselves as their expert guide.



# OUR FOCUS

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# MAC'S STRATEGIC IMPERATIVES



## ECONOMY

Aspire to be the best, most productive, and most inclusive place to do business.



## COMMUNITY

Catalyze the ecosystem to drive transformative community impact.



## TALENT

Leverage and grow metro Atlanta's diverse talent advantage.

# STRATEGIC IMPERATIVES DEFINED



## ECONOMY

Aspire to be the best, most productive, and most inclusive place to do business.

- Advocate for pro-business climate policies to drive organic growth
- Recruit and retain businesses with primary focus on skilled and knowledge jobs
- Grow local industry clusters and scale startup and corporate innovation ecosystem
- Promote metro Atlanta to the national and global business community



## TALENT

Leverage and grow metro Atlanta's diverse talent advantage.

- Facilitate industry and post-secondary collaboration
- Advocate for policy and programs to grow Georgia's skilled, diverse talent pool and improve economic mobility
- Promote metro Atlanta as a best place to work and live to attract in-demand talent to metro-based companies



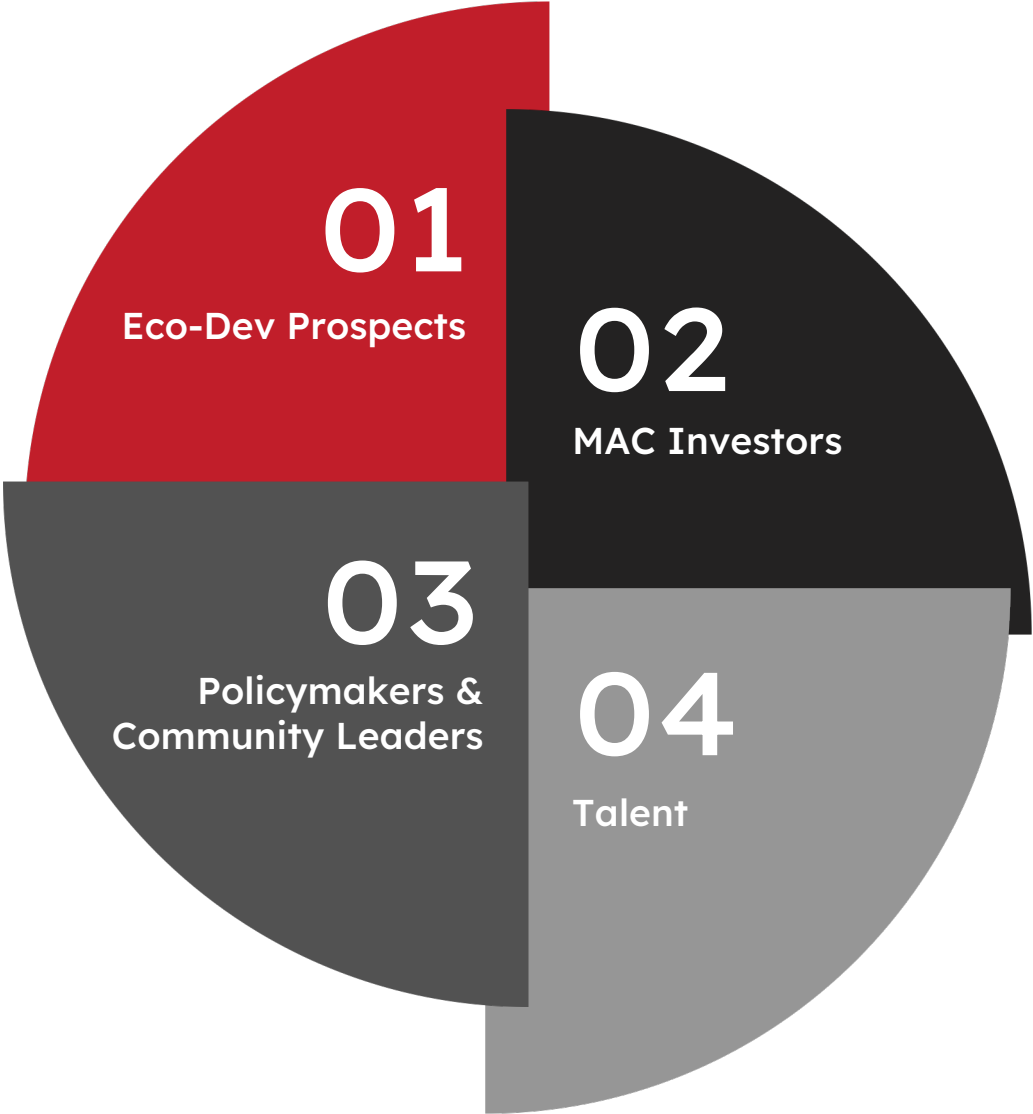
## COMMUNITY

Catalyze the ecosystem to drive transformative community impact.

- Convene stakeholders, drive action at "watershed moments"
- Highlight gaps and galvanize action by the right community partners to address systemic topics; orchestrate business engagement and voice



# OUR AUDIENCES



# OUR AUDIENCES DEFINED

	AUDIENCE GOAL(S)	AUDIENCE PROFILE	MAC'S ROLE AS A GUIDE
<b>AUDIENCE 01</b> <b>Eco Dev Prospects</b> Location: Out of State	<ul style="list-style-type: none"> <li>Find best location(s) for their business</li> <li>Attract and retain quality talent</li> </ul>	Audience 01 is <b>out-of-state decision makers</b> , which includes business executives, corporate planners, economic developers, international bankers and lawyers, site selection consultants, and others involved in the location or relocation planning for companies.	<ol style="list-style-type: none"> <li>Provide relevant research &amp; data to help them make decisions</li> <li>Serve as a connecting point to the people and resources for site selection and expansion</li> <li>Feature key differentiators that position metro Atlanta over competitors</li> <li>Amplify regional stories that promote our brand</li> </ol>
<b>AUDIENCE 02</b> <b>MAC investors</b> Location: In-State	<ul style="list-style-type: none"> <li>Understand the regional impact of their investment in MAC</li> <li>Decide whether to renew investment</li> </ul>	Audience 02 is <b>MAC board members, investors and prospects</b>	<ol style="list-style-type: none"> <li>Execute impactful programming that strengthens the region's Economy, Talent, and Community</li> <li>Position MAC as a trusted resource and premier business organization</li> <li>Amplify regional impact stories that spotlight MAC board members and prospects</li> </ol>
<b>AUDIENCE 03</b> <b>Policymakers &amp; community leaders</b> Location: In-State	Find information that will inform primarily state but also federal and local policymaking, platforms, and/or causes	Audience 03 is <b>policymakers, political candidates, and community leaders</b>	<ol style="list-style-type: none"> <li>Provide relevant data and case studies</li> <li>Spotlight regional impact stories</li> </ol>
<b>AUDIENCE 04</b> <b>Talent</b> Location: Southeast Region	Find career-advancing opportunities and a community where they belong	Audience 04 consists of <b>soon-to-be higher ed graduates</b> and <b>early-to-mid career professionals</b> (age 21-35)	Hero the regional companies, communities, stories, and unique advantages that makes metro Atlanta a top consideration choice for the career and life they desire