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Achieving Commercial Purpose through Creative Process with Darren Woolley



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Darren Woolley is the founder and Global CEO of Trinity P3, a global management consultancy that specialises on improving marketing productivity and performance.

TrinityP3 exists for one reason - to improve the marketing output of every organization they engage with. Their Purpose: Helping people achieve commercial purpose through creative process.

With a background as a medical scientist and a career in the creative department of media agencies, Darren, with his team, has developed a qualitative and quantitative approach to measuring marketing, media and advertising that takes into account the culture, strategy, structure, capabilities and process of the organisation, its strategic partners and specialist suppliers with the intention of maximising performance.

Join me on today's episode, discover the five-principles of turning your purpose into a thriving business can improve performance, get curious about yourself as a challenger brand and focus on connection, collaboration and being authentic to be inspired in business.

Check out Darren on his podcast [Marketing Management](#) as he sits down face to face with people in media, marketing and advertising that I found interesting and have a chat about what they were doing, working on or thinking.

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