



born
good

BORN
GOOD IS
HOW BRANDS
SCALE WITH
SOUL

Greatness
is what happens
when good survives
contact with scale.
When no fundamentals
are lost, and when
the brand's soul
remains fully
intact.

Born Good
is a brand
building firm
for those who see
good in their foundation
and growth as their future.

Born Good helps
brands clarify, codify,
and amplify the good
intentions they brought
into the world, and preserve
their soul in the race to scale.

These are some of the benefits
Born Good unlocks for its clients.

Scale Your Brand, Keep Your Soul

Growth often kills culture. Born Good builds the strategic guardrails that allow you to expand with confidence, without losing the magic that made you successful in the first place.

Become A Category Of One

In a sea of sameness, true authenticity is the ultimate competitive advantage. Born Good helps you clarify your soul so you can lead on your terms, in a way that's true to your brand.

Unlock Your Pricing Potential

When you refuse to cut corners, you command a premium that protects your margins and elevates your brand above price wars. Born Good works with you to develop the kind of value propositions that can justify your premium.

Build A Magnet For Great Talent

The world's best talent doesn't just want a paycheck; they want an inspiring purpose. Born Good helps you transform your mission into a recruiting engine that can attract the stars you want on your side.

Build To Last, Not To Trends

Trends fade, but goodness endures. Born Good aligns your commercial engine with universal human values, to insulate your business from short-term market shifts.



HOW
BORN
GOOD
BUILDS
BRANDS

Born Good helps brands clarify, codify, and amplify the good intentions they brought into the world, and preserve their soul in the race to scale.

Most brands crumble under the pressure of scale because they are built on soft foundations. Born Good does more than just make strategy decks. It constructs the infrastructure required to make your purpose permanent and your growth assured.

This promise is made manifest with the Born Good Blueprint: a proprietary process that's executed in three parts.

Phase 1: Clarify / Work It Out

Growth creates noise. As companies expand, they often lose contact with the original truth that made them successful. In this phase, Born Good digs through the layers of corporate complexity to find the bedrock, separating what you say you do from who you actually are, to ensure you are building on solid ground.

Clarify Deliverables:

A Soul Manifesto

A 1-2 page foundational document defining the original intent and the immutable purpose of the brand. This is the brand's north star.

A Drift Diagnostic

A diagnostic report highlighting exactly where current operations are drifting away from the brand's soul.

A Sacred Vs Scalable Matrix

A framework that explicitly categorizes which parts of the company are sacred (immutable, never to be touched) and which are scalable (open to change, evolution, and efficiency). This removes the fear that growth means losing everything, or selling out.

Phase 2: Codify / Get It Down

Brand truths are useless if they aren't structural. In this phase, Born Good turns your soft values into hard operational rules. Together we draft the guidelines: the non-negotiable standards that govern how you hire, how you create products, and how you make decisions to move purpose from a poster on the wall to the structural beams of the business.

Codify Deliverables:

A Culture Code Playbook

A tactical handbook for employees (not an HR manual) that defines how to behave, decide, and lead in alignment with the brand's good intentions.

A Decision Compass

A visual framework that can be used by leadership to validate difficult business decisions against the company's soul.

A Culture Charter

A role definition or committee charter designed to give someone (or a team) the authority to veto actions that compromise the brand's integrity.

Phase 3: Amplify / Shout It Loud

This is where Born Good takes your core truth and projects it outwards with maximum velocity. Your internal culture, customer experience, and external marketing are aligned to tell one unified story. This ensures that as you scale, you don't just get bigger, you get stronger.

Amplify Deliverables:

An Impact Narrative

A strategic messaging guide for marketing and PR that tells the story of the brand's goodness as a driver of its greatness.

A Ritual Roadmap

A designed set of recurring company events or practices (onboarding, town halls, reviews) that continuously reinforce the brand's soul.

A Greatness Scorecard

A set of non-financial KPIs to track the health of the brand's soul alongside its P&L.

In short, the Born Good Blueprint is designed to bridge the gap between good intentions and future greatness, without compromising either the integrity of the original vision or your brand's growth ambitions.



WHO
BORN
GOOD
BUILDS
WITH

Scaling Idealists

Successful startups that were founded on a clear mission, but are now facing rapid expansion, VC pressure, or mass-market adoption. They are terrified that scaling up means selling out. And they need strategic guardrails to ensure their culture survives the operational chaos of growth.

Founder-Led Transitioners

Companies where the founder's personal values are the brand, but the business is now too big for the founder to manage every detail. They need to codify the founder's soul into a strategy that the rest of the organization can execute.

Premium Purists

Higher-priced lifestyle brands whose price point justifies an obsession with sourcing, ethics, and craftsmanship. Their entire business model relies on the claim to quality and zero corners cut. They need help articulating this value to defend their premium positioning against cheaper competitors.

Challenger B-Corps

Certified B-Corps or social enterprises that want to win on product superiority, not just charity. They are tired of being the "nice" option and want to be the winning option. They need to turn their ethical credentials into a competitive advantage that steals market share from incumbents.

Asset Guardians

PE firms that have recently acquired a founder-led, high-culture, or purpose-driven brand with the intent to scale it for a 3-5 year exit. They know how to optimize operations and supply chains, but they need help to preserve the magic, and ensure that their operational efficiencies don't accidentally kill their golden goose.

Turnaround Giants

Established brands that have lost their way and are trying to return to their roots to reconnect with modern, conscious consumers. They need an external partner to help them rediscover the goodness they were born with, now buried under years of purpose drift.

These are some of the beliefs
Born Good shares with its clients.

Greatness Is Goodness At Scale

Getting bigger shouldn't mean getting worse.
True greatness is what happens when your
goodness survives the pressure of growth.

Impact Is An Engine

Doing good is not a line item for charity,
but the most durable foundation for
long-term commercial dominance.

Compromise Is The Enemy Of Value

When you refuse to compromise you
build a well of brand integrity
that no one else can copy.

The Future Has A Conscience

The market of the future belongs to
good companies that see impact as
their core driver, not a PR opportunity.

Success Follows Soul

A brand's soul is its strongest
asset. If you lose it in the pursuit of
profit, you eventually risk the profit too.



THE
SOUL
BEHIND
BORN
GOOD



GORDON GERARD MCLEAN **FOUNDER & PRINCIPAL STRATEGIST**

I've spent 20+ years at the intersection of culture and commerce as a brand strategy leader at creative companies, from Sheffield to London, Istanbul, New York and Cupertino. Most recently I served as the Global Head of Strategy for Mac, Values & Markets at Apple, where I learned firsthand what it takes to scale a brand without losing its soul.

I've partnered with teams, big and small, to launch, build and reinvent some of the world's best brands, including Apple, Bacardi, Bank of Scotland, Bing, Bombay Sapphire, EA Games, GE, Gillette, Grey Goose, Guinness, Halifax, Hilton, HSBC, Perfect Day, Radisson, Sandy Hook Promise, SAP, ServiceNow, Vodafone, Wells Fargo, and Yerba Madre.

My work has been recognized for its commercial impact by the IPA and Effies, for its strategic thinking by the Jay Chiats and the ARF, for its cultural impact by the Emmys and TED, and for its creative excellence by The One Show, Cannes Lions, D&AD, and others.

Now based in LA, I help agency, start-up, and marketing leaders, wherever they are, to turn foundational good into future growth.

Connect on [LinkedIn](#).

The background of the image is a dense, vibrant pattern of pink and magenta ink swirls, resembling marbled paper or liquid smoke. The colors range from deep magenta to bright pink, with some darker, almost black, areas where the ink swirls are more concentrated. The overall effect is a rich, textured, and somewhat chaotic visual field.

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hello@borngood.co



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