What's your company's purpose?

Pr.co Monthly Newsletter, and a mud run

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Last month, we gave a **PR Strategy Workshop** to an audience of 100 professionals. We talked about it already. Our growth marketer Sjors noticed something weird about the majority of the participants:

> *Many people didn't know their company's purpose.*

Counterintuitive, one might say.

Here are our thoughts about why this could happen, and what you can do about it asking a simple question:

 Why does your company even exist?

In other news

We took a Sunday off to challenge ourselves with a mud run! That's us after 4 hours of running, climbing, diving, and crawling...

We made it! But the day after, muscles took their toll :)

What we've improved for you

Little improvements make for great results. Most of the pages now load much *faster*, which helps with SEO in the long run.

Ever noticed some issues with *copy&paste in the editor*? Now these issues are gone, on Windows too. Also, the editor handles connecting blocks better and the link block now handles redirects.

What else we've been reading

[What Google learned from its quest to build the perfect team](#) - In the last decade, the tech giant has spent millions of dollars measuring nearly every aspect of its employees' lives. Scary. On the other hand, we can now read what they found out.

[Introducing the AMEC Integrated Evaluation Framework](#) - An interactive framework that makes it easy for you to plan, execute, measure, improve, and report a fully integrated communications program. Go play with it.

[Don't design your emails](#) - in his attempt to sidestep this time-consuming process, Greg Kogan learned that plain emails not only save time but work better for him.

Here's to a productive month ahead! Feel free to send any feedback to hello@pr.co.

See you next month!

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