

ADONELLE TOUCH

HOW SEX-POSITIVE VALUES
CREATE BRANDS AND
BUSINESSES PEOPLE TRUST

A framework for applying the ethics of positive sexuality to
branding, modern leadership, and organisational life.

TÕNIS HINNOSAAR

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ADVANCE PRAISE FOR ADONELLE TOUCH

“Positive sexuality is ultimately about human experience rather than sexuality itself, and Adonelle Touch demonstrates that beautifully. By applying these principles to business and organisational culture, it reconnects strategy with humanity in a way that is both scientifically grounded and deeply human. The book bridges the gap between human values and business practice, challenging outcome-only thinking and offering a framework for authentic connection, empowerment, and sustainable success. A thoughtful and timely work, written with impressive clarity and insight.”

– **Professor DJ Williams**, Idaho State University and Center for Positive Sexuality, Los Angeles

Co-Editor, Positive Sexuality: A Promising Future for Sex Research, Education, & Practice (Routledge)

“A clear, well-structured, and highly useful framework that guides marketing, brand leadership, and business beyond surface tactics toward deeper, more sustainable solutions. Adonelle Touch convincingly shows how a values-based approach builds trust and long-term customer relationships. A compelling and valuable read.”

– **Professor Andres Kuusik**, University of Tartu

“As a sex therapist, I found Adonelle Touch to be a remarkably skilful translation of sex-positive values into the language and structures of organisational life. This book doesn’t simply borrow from Sex Positivity for metaphor or inspiration – it operationalises its ethics into a framework that can genuinely shift how leaders and organisations build trust, communicate, and relate to employees and customers.”

– **Anne Mauro**, LMFT, DHS, CSE, CST-S

“Adonelle Touch is an original and well-structured work that reveals the essence of leadership in a new and inspiring language.”

– **Professor Kulno Türk**, University of Tartu

“Adonelle Touch translates the principles of sex-positivity into clear, actionable guidance for business and leadership. The sex positive principles and the components that are impactful for positive business outcomes are explained in a way that any professional can grasp, even if they’ve never encountered these concepts before.”

– Elisabeth Gordon, MD, CST

“Adonelle Touch captures what modern marketers increasingly recognise: in the age of AI, brand is no longer built by buying SEO links, but by authenticity, personal connection, and real value. This framework gives structure to that shift in a way that feels both practical and profoundly relevant – exactly what today’s marketing world needs.”

– Andre Promet, Global CMO, FIIZY Group

“Adonelle Touch makes a valuable contribution to the evolution of business by introducing sex-positive values as a foundation for how people and organisations can work together with greater awareness, respect, and connection. It opens an important doorway – inviting the next steps toward co-creative, heart-centered leadership that will shape the future of work and community.”

– Ronski A. Kosky, M.A. Leadership, B.Sc., Cert. Ed., Dip. P.E.

ronski-kosky.com

“Adonelle Touch approaches management through emotions traditionally associated with love and other sex-positive values. The core idea – that leadership should be empathetic and guided by positive attitudes toward colleagues, clients, and life – is progressive, relevant, and well aligned with modern human-centered leadership thinking, which is why I can recommend the book. While the underlying message of the book is valuable, its distinctive language challenges conventional expectations, making it an engaging and thought-provoking read.”

– Aune Past, Author, Speaker, Communication Expert

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AUTHOR’S NOTE ON USING THE TERM “SEX POSITIVE”

I RECOGNISE THAT the phrase *sex-positive* may sound controversial to some audiences before it communicates competence. In academic and social-movement contexts, *sex-positivity* and *positive sexuality* describe an ethical, respectful, and inclusive approach to human relationships. Yet, as noted by Prior and Williams (2025), *sex-positive* can sometimes be interpreted as promoting sexual activity itself, potentially narrowing the concept, whereas *positive sexuality* is understood more broadly to include diverse expressions, identities, and experiences, whether or not they involve sexual activity. That semantic gap can create a moment of friction; the term can sound radical or risky before it is understood.

While the language of positive sexuality often evokes intimacy, its essence is human – about how people connect, choose, and create meaning. As Dr D.J. Williams observes, positive sexuality is “*really about human matters, rather than sexuality directly.*”

In this book, *sex-positivity* refers strictly to ethical values and principles applied to leadership, business, and organisational life. It is a framework for empathetic leadership rooted in trust, respect, agency, and integrity. It is not about sexual content. Still, I have chosen consciously and deliberately to keep these triggering words like *sex-positivity* and pleasure rather than replace them with neutral, corporate-sounding alternatives, because they point directly to the human qualities that many professional languages avoid naming.

Other disciplines have undergone similar linguistic shifts. For example, *Emotional Intelligence*, *Positive Psychology*, *Servant Leadership*, and *Mindful Leadership* were each once viewed with scepticism – their names sounded soft, naïve, or even contradictory to traditional ideas of professionalism and

performance. Yet over time, they became accepted as frameworks of ethics, awareness, and human capability. In the same way, sex-positive values may initially surprise, but they name something deeply human: the capacity to act with awareness, respect, and empathy in every form of relationship, including organisational life.

I believe words that have been silenced in shame deserve space and open communication, not avoidance. Across cultures, the word sex carries different weights – sometimes curiosity, sometimes discomfort. Yet that very tension reveals how much our relationship with language reflects our relationship with openness itself. Words we refuse to say become charged and taboo. In truth, sex and pleasure are normal parts of life, and the qualities they represent – respect, connection, and empowerment – belong just as much in boardrooms as they do in private life.

The choice to use open language is philosophical, cultural, and practical. It is a conscious act of courage to meet discomfort not with avoidance but with dialogue. By keeping this language visible, Adonelle Touch invites a cultural shift: bringing clarity, honesty, and humanity back into how organisations speak, act, and grow. We should not be ashamed to use these words – they remind us what it means to live, lead, and create with integrity.

PREFACE: WHY I WROTE THIS BOOK

I HAVE SPENT TWO DECADES IN BUSINESS – building companies, advising clients, creating campaigns, and watching brands rise and fall. For much of that time, I worked within the dominant logic of marketing: performance, pressure, efficiency, and output. It works in the short term. But again and again, I saw the same pattern: when people don't actually feel good with a brand, trust fades, growth stalls, and even the most polished strategies eventually crack.

The turning point came when I asked myself: *what if sex-positive values – inclusivity, consent, openness, and empowerment – could be the guiding principle of a company itself?* At the heart of those values is a truth too often ignored in business: pleasure is not irrelevant or indulgent, but a strategic advantage. That realisation became the foundation of Adonelle, and soon after, the signature framework we call the Adonelle Touch – which has now grown into this book.

This book is my answer to that question.

Adonelle Touch is the framework I created with my partner, Eliia. Together, we live sex-positivity not as a slogan, but as a daily practice – in our relationship, in our creative work, and in the choices we make each day. It is not something we switch off at 9 a.m. or leave behind after weekends. It flows into everything we do. In shaping this framework, we have explored how these values could change the way campaigns are built, strategies are framed, and brands communicate. Again and again, we saw the same pattern: when inclusivity, consent, openness, and empowerment guide decisions, people feel more engaged, more trusting, and more confident in their choices.

That is the heart of this book. It is not a theory imported from outside, but a philosophy grown from lived practice and shaped in real-world contexts. Yes, you will find echoes of familiar frameworks here – psychological safety, empowerment leadership, diversity and inclusion – but Adonelle Touch goes further. It adds what those models often miss: embodiment, desire, and the simple truth that when something feels good, people return to it.

I wrote this book for leaders, educators, entrepreneurs, and teams who sense that the way we've been doing business is ready to evolve. For years, organisations have relied on performance, image, and persuasion. But in today's world, where AI can mimic almost anything, authenticity has become more important than ever. People are quicker to sense what's real and more attuned to how brands make them feel. If you want lasting trust, you need more than performance. You need resonance.

Adonelle Touch is one way to get there. Built on four sex-positive Pillars – Inclusivity, Consent, Openness, and Empowerment – it offers both philosophy and practice. In these pages, you'll find the roots of the framework, the four Pillars explained in depth, and a set of practical tools you can apply right away. You'll see how Touch translates into different industries and business activities, from finance to education, product design to investor relations. And you'll discover a new way to measure impact – the Pleasure-first KPI Framework – which expands classical metrics with indicators of trust, resonance, and lived experience. This combination of values, tools, contexts, and metrics makes Adonelle Touch not just a model, but a practical guide for creating brands and organisations people want to engage with.

While Adonelle Touch was born as a branding framework, its values inevitably extend to how organisations function. That's why this book explores both outward communication and inward culture.

My hope is simple: that this book gives you language, tools, and courage to bring more life and authenticity into your work. You don't have to transform everything overnight. You can start with one meeting, one message, one product feature. Over time, those shifts ripple outward – building trust inside your teams, credibility with your clients, and resonance with your communities.

I believe the future belongs to brands that feel good. When people feel good, they trust. When they trust, they engage. And when they engage, growth follows naturally.

That is why I wrote this book.

– *Tõnis Hinnosaar*

INTRODUCTION

Why Adonelle Touch

I BELIEVE THE MOST POWERFUL BRANDS and the most resilient organisations are not built only on strategy, but on connection, authenticity, and pleasure. The Adonelle Touch Framework was created to translate these values into actionable strategies for branding, leadership, and culture.

In a world driven by stress and performance, pleasure is a radical business advantage. Pleasure-first means creating brands that feel good, build trust, and naturally draw people closer. This idea comes from our lived practice and research in marketing and customer experience and is also supported by research (Homburg et al., 2005).

Rooted in sex-positive principles, the Adonelle Touch Framework translates four core values – Inclusivity, Consent, Openness, and Empowerment – into branding and business. These values are not abstractions, they shape how organisations speak, design, and treat people inside and outside their walls.

To our knowledge, few, if any, formal studies have explicitly framed leadership, branding, or organisational culture through sex-positive ethics. Acknowledging that gap is part of the book's purpose. The Adonelle Touch Framework does not claim to invent new values, but to offer a new language and system for experiencing them – a bridge between evidence and emotion, between ethical intent and embodied practice. It connects the moral depth of sex-positivity with the practical realities of business, showing that values such as Inclusivity, Consent, Openness, and Empowerment can guide not only relationships but also strategy, culture, and growth.

The framework itself was born from branding, the first field where this translation came to life, because a brand, at its core, is a relationship built on trust and feeling.

In this sense, the framework builds upon classic models of brand meaning, such as Aaker's view of the brand as product, organisation, person, and symbol (Aaker, 1996). As Aaker himself noted, "*A brand vision should attempt to go beyond functional benefits to consider organisational values; a higher purpose; brand personality; and emotional, social, and self-expressive benefits.*" Adonelle Touch extends this foundation toward brand as experience – a living relationship between values and emotions, expressed through every act of communication, design, and connection.

As AI reshapes marketing, the meaning of "brand" is shifting. Brand is becoming less about visibility tactics like SEO and more about authenticity, personal relationships, and lived value. The Adonelle Touch Framework gives structure and tools to that shift, helping organisations build brands that feel trustworthy, resonant, and emotionally real.

This book builds on research in management, marketing, and psychology, yet it is written to be practical. Its purpose is to offer a framework that leaders, teams, and educators can apply directly in real contexts.

When we say *brand*, we mean more than logos or taglines. A brand is a living, multi-sensory experience: how people feel with you, what they remember, and the energy you leave behind. It includes identity and voice, digital and physical touchpoints, and the emotional presence that shapes every interaction.

And when we say brand, we do not mean only companies. NGOs, schools, hospitals, and even political movements are also brands, they have voices, values, and relationships with people. Wherever people gather around a shared purpose, these values are at work. From non-profit schools to global banks, Inclusivity, Consent, Openness, and Empowerment quietly shape whether an organisation feels trustworthy, authentic, and alive.

This deeper view of brand is the foundation for creating communication and experiences that feel aligned, trustworthy, and alive.

LIVING SEX-POSITIVITY IN BUSINESS

Sex-positivity is not a label or a campaign hook. It is a way of seeing people – with respect, freedom, and connection at the centre. I believe that the same values that guide our private lives can also guide our professional ones. Inclusivity, Consent, Openness, and Empowerment are not distant ideals; they are everyday choices that shape culture, strategy, and relationships. Sex-positivity, in this sense, is a practice that can be embodied in how businesses design, communicate, and operate.

The world does not need more noise or harder selling. It needs organisations that feel trustworthy and authentic. When companies respect boundaries, communicate with honesty, and lead with connection, they build trust that lasts.

Pleasure-first does not mean avoiding hard work. It means creating work that feels aligned and alive, so that growth comes through resonance rather than pressure. When experiences feel good, trust follows. With trust comes engagement – and with engagement, sustainable growth.

Many people today already live by these values in their private lives and increasingly expect to see them reflected in the companies they support. Yet businesses often lag behind, relying on tactics that feel pressured or outdated. This creates a value gap: people want to buy from, work for, and partner with organisations that embody inclusivity, respect, and honesty – but too often they encounter the opposite.

Closing that gap is what makes sex-positivity in business both timely and necessary. Organisations that embody these values don't just stand out – they earn trust, loyalty, and lasting relevance.

FIRST PLEASURE, THEN WORK

In 2016, during a stay in the Philippines, I spent a few days volunteering at a small community centre in Anda, Bohol. One morning, just as I was starting another day of work, a local staff member said almost in passing: “*First pleasure, then work.*” At first, it sounded like a lighthearted joke about priorities. But the phrase stayed with me. Over the years, it resurfaced again and again, and each time I thought about it more deeply, I realised there was something profound hidden in those simple words.

Work has long been framed as something that must be hard, tough, and even joyless. We've inherited the idea that performance comes only through pressure, that achievement must be earned through strain. And yet, most of us spend a massive portion of our lives at work, with colleagues, or in the flow of serving clients. *If so much of life is work, why shouldn't it feel good?*

By “pleasure,” I do not mean constant fun or endless ease. Companies still need to perform, goals must be met, and problems solved. But the way we do work matters. A culture that feels safe, respectful, and engaging brings out more creativity, trust, and sustainability than one driven purely by pressure. Clients and employees alike are not just looking for output, they are looking for experiences that feel meaningful and alive.

This simple realisation became the spark for what I later called *Pleasure-first* thinking: the belief that growth flows best when people feel good in the process. It was the soil in which Adonelle Touch took root. From there, I discovered that sex-positive values – Inclusivity, Consent, Openness, and Empowerment – provide one of the richest foundations for creating a pleasure-led framework for business and branding.

As you'll see in this book, these values are not abstract or niche. Many leaders already practice them intuitively, even if they don't call them "sex-positive." Seasoned marketers recognise the same principles from experience; they feel the shift toward authenticity, trust, and relationship, even if they haven't had a structured language for it. What Adonelle Touch offers is exactly that: a clear framework that names and organises what people already sense – that trust, respect, and connection are not extras in business, but the drivers of growth that last.