



DESIGNING A MISSION STATEMENT

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By the end of this webinar, you will:

1. Understand what a mission statement is and why it is important
2. Learn how to create a mission statement
3. Know when in the business/CBO/NGO cycle a mission statement should be developed
4. Understand the impact of a mission statement
5. Practice creating your personal mission statement



Road Map



Activity	Time
Introduction & Welcome	10 min
Down Memory Lane -Personal Mission	5 mins
Designing Your Mission Statement	20 mins
Human Centred Missions	10 mins
Q&A	10 mins

What's your personal mission in life?



Imagine it is your 80th birthday party.

Share in the chat;

1. What contribution do you want to have made?
2. How do you imagine you could achieve that?
3. What do you want the people on the table to say about you?



What is a mission statement?



A Mission Statement is:

- A declaration of the purpose of an organization (business/CBO/ NGO)
- Communicates why the organization exists

Why is a mission statement important?



1. Gives potential customers, investors and stakeholders a clear idea of what you do
2. Enables your target to understand what your values are and so decide whether they want to buy your product/service or participate in your mission
3. Communicates an organization's commitment to providing quality service
4. Gives purpose and direction to the organization and its activities
5. A good starting point to chart your way forward in business or organizational set up

How do you craft a Mission Statement?



5 W's

1. **Who** : Understand your target audience. Who do you want to serve with your solution/initiative? e.g farmers
2. **What and how** : What is your idea/solution? What do you do? e.g mentorship program, plastic recycling
3. **Why** : What is the motivation behind your work? What values are driving your idea? e.g to empower young girls, to increase crop productivity
4. **Where** : Which geographic location do you want to serve e.g Nairobi city residents
5. **When** : By when do you want to have achieved your goal?



Example

Smart Art empowers young upcoming artists in rural Zambia through business training programs for creative business management. We believe that art has the power to transform the economic well-being of families and our goal is to educate 100 university students on Art Business Management by 2025.

SETTING SMART GOALS AND MISSIONS

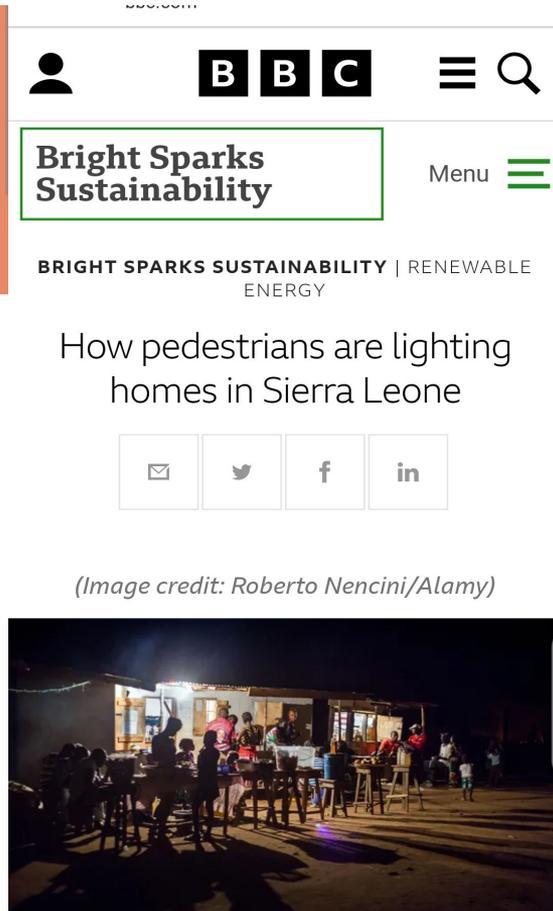


Our mission is to **empower 100 young girls** from Bungoma District with business management skills by **December 2023**. We believe that empowering the girl child is empowering the whole community and are committed to see the sustainable communities in the region.

Our mission is to **increase the production and consumption of sugarcane juice and ginger in Kwale County by 25% by June 2024**. We strive to reduce the risks caused by consuming processed juices and instead shift consumption of food from processed to organic.

IMPACT

My mission is to provide electricity to underserved rural communities of Sierra Leone through kinetic energy of pedestrian movements on the roads. I aim to reach 100,000 homes by 2030 to ensure that more children can access education, and that the overall economic well being of the community is uplifted.

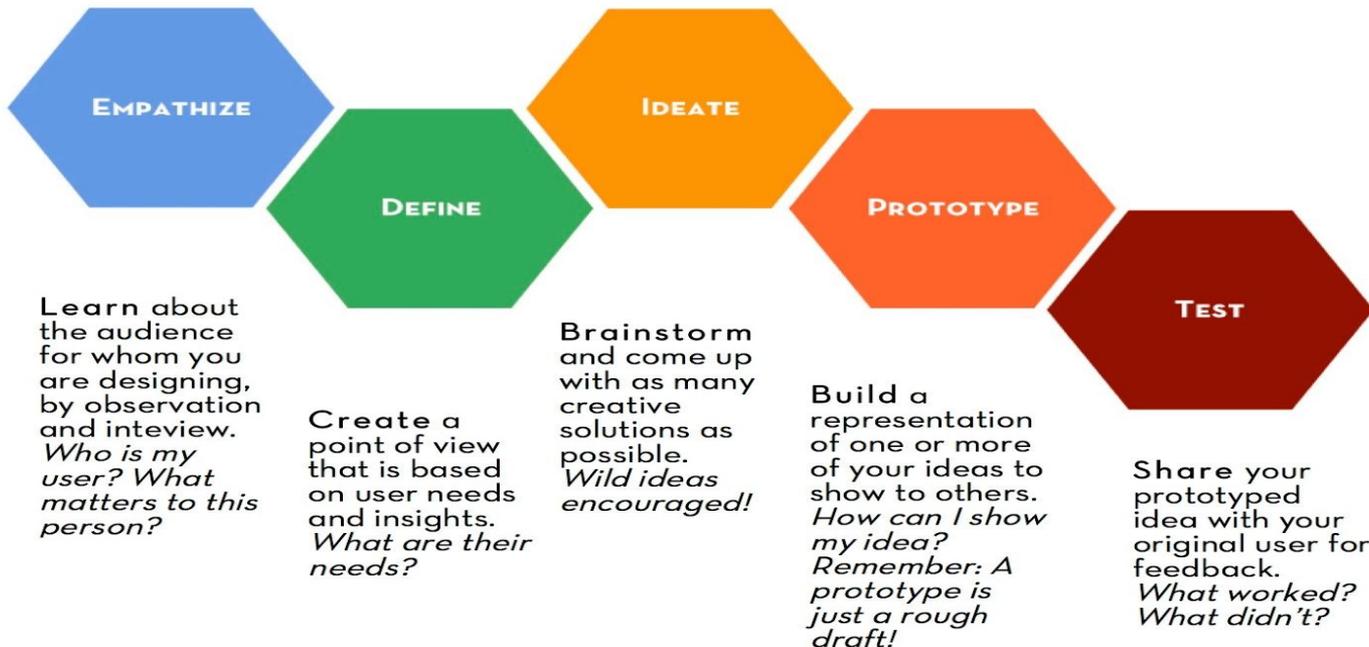


The screenshot shows a BBC article titled "Bright Sparks Sustainability" with the sub-header "BRIGHT SPARKS SUSTAINABILITY | RENEWABLE ENERGY". The main headline reads "How pedestrians are lighting homes in Sierra Leone". Below the headline are social media sharing icons for email, Twitter, Facebook, and LinkedIn. A caption below the icons reads "(Image credit: Roberto Nencini/Alamy)". At the bottom of the screenshot is a photograph of a street at night where several people are gathered around a brightly lit, modern-looking structure, likely the kinetic energy lighting system being discussed in the article.



www.globalteacherprize.org/global-student-prize/jeremiah-thoronka-2021-winner

We are all DESIGNERS!





Thank you.

