

PURPOSE STATEMENT

Your purpose, vision or mission statement

"He who has a why to live for can bear almost any how"
Freidrich Nietzsche

We would like you to write a purpose statement that reflects your social, economic and environmental purpose. Why do you exist and what do you hope to achieve?

This is a short statement which defines why your organisation exists. It should be easy and quick to read, but not so short that it loses all meaning.

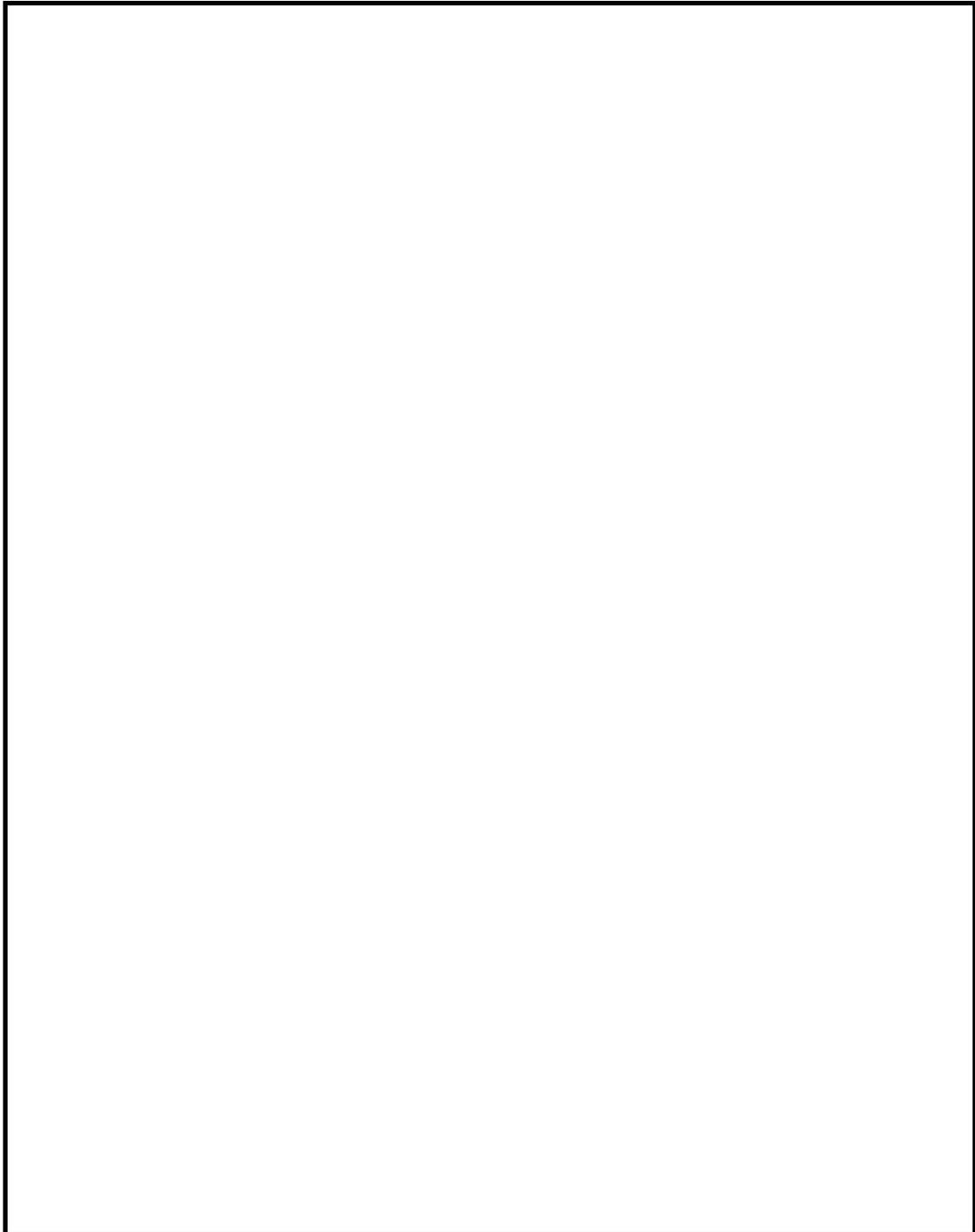
This can be difficult to do but the aim is to write something that resonates with you and that will help you to make decisions as we progress. If you want ideas and support in writing a fuller purpose statement then you can discuss this with Emma.

The ideal purpose checklist

- ✓ Does it feel positive and inspiring to you?
- ✓ Would you want to work for this organisation?
- ✓ Is it simple to understand and memorable enough to remember the first time you hear it?
- ✓ Is it easy to explain to other people?
- ✓ Is it something you can use to guide decisions in your work?
- ✓ Is it something that the people who are most important to your work would find inspiring?

Exercise

Write out some ideas for your purpose statement below.

A large, empty rectangular box with a black border, intended for writing ideas for a purpose statement. The box is positioned below the instruction text and occupies most of the lower half of the page.