

The purpose: Teambuilding activity, engaging to the group work.

**Description:** *In the beginning of this activity, organise the participants into groups of 3-4 people each and distribute equal number of marshmallow and dried spaghetti sticks to every group.*

Give the following instructions to the groups:

In 10 minutes all groups have to build the tower from the provided materials. The purpose is to build the construction as high as possible. They can build it in any kind of form using different strategies (they may also break the pieces of spaghetti and marshmallow).

The winning team is the one with the highest tower which stands stable on the floor/table.

The winning team should be announced but no competition should be enforced after the challenge. Its aim is to enhance the teamwork skills of the participants by distributing different roles during the workshop. After this activity, the participants are asked to reflect their observations of how the game was, who was the leader, who was the person with technical/professional support and what other roles they observed during the game, what strategies they had and did they change in the process of "building" and how they could improve their communication in the future.

**Conclusion:** In order to reach the final goal, you should clearly imagine it and have a team willing to achieve it no matter any challenge. Please, listen carefully to the participants during the game and during the reflection and make a brief conclusion after everyone has shared his/her opinion.

### **Introduction to the topic**

Both vision and mission statements are complementary to each other and together they serve as a summary to any organisation or project. They both have different purposes, since mission describes the current situation of an organisation and what it is doing now, when vision gives a fictional idea of where it wants to reach (how it would like people to perceive it). Furthermore, we will look precisely on the purpose of each business and try to define the vision and mission statements to the business projects of the participants.

#### *What is a vision?*

Any kind of activity has its purpose. If you think about a business idea, your final aim should not be only the profit. If you think only about the monetary outcome, your business and its products will not have any value to your existing and potential customers which will lead to price decrease in the long term. In the last decades it becomes more and more popular when companies embrace and existing social cause and try to benefit to its solving. When thinking about the vision of a single business, you should bear in mind what will be 20-30 years in the future and to look for a sustainable problem that will exist then. Try to make a positive connection between your business activity and the ways you will try to tackle it. Here are some examples of good vision statements:

- We seek to save a planet, a world of life. Reconciling the needs of human beings and the needs of others that share the Earth... (WWF);
- *A just world without poverty* (Oxfam);
- *"Toyota will lead the way to the future of mobility, enriching lives around the world with the safest and most responsible ways of moving people."* (Toyota)
- *"To be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online"*(Amazon Inc.)

Vision answers the questions of *where* you want to be and *what* is your final goal? It should be long-term oriented. Once you achieved your vision, it means there is no reason to your company to exist further. Therefore, you need to clearly define it once with and do not make any significant changes after that.

To make your vision statement effective, try to: describe clear and bright future; achievable goals; make it memorable for the wide audience; include the values and culture of your business

*What is the mission?*

While vision is the final point you are going to be in future, mission statement describes the way you are going to reach your vision. In other words, mission answers the questions: What do you do today? Who is your target audience? What type and who will receive the benefits? Why do you do that?

Examples of good mission statements:

- *“Our mission is to organise the world's information and make it universally accessible and useful”* (Google);
- *“We strive to offer our customers the lowest possible prices, the best available selection, and the utmost convenience”* (Amazon Inc.);
- *“To provide the fast food customer food prepared in the same high- quality manner that is tasty, reasonably priced & delivered consistently in a low-key décor and friendly atmosphere”* (McDonalds).

To define a good mission statement, describe the purpose of your company clearly - what kind of business you are doing; which kind of products or services you offer to the market and who is your target customer).

25 min

### **Work in groups**

*To run this part of the workshop, organise the participants in the previously formed groups to stay together but closer to each other. Then explain them the tasks:*

In first 10 min each single participant should think of and write down the vision and mission of his/her own project;

let all group members to share their drafts to their peers and discuss with each other. Encourage the participants to make comments and recommendations to each other in the groups.

### **Presentation and discussions**

After the group work, organise an open space for everybody to present their visions and missions to the whole group and get a peer feedback. It will take approximately 20 min. According to the number of the participants, the moderator should divide the time for each person so everyone could present his/her drafts and receive the comments.

**Conclusion:** Each business starts not from business planning and financial calculation, but from an idea – the business philosophy. The core of the business philosophy is its vision and mission which must be clearly defined at the very beginning. Why is it important? Here are some reasons for that:

- You will have clear understanding about your ultimate goal and you will know how to achieve it;
- Having your vision and mission you could briefly explain others about your idea and business project;
- These statements will be the guidelines for you, your customers, employers and partners so you will always have the same feeling and perception of it;
- Your investors will be clear with your impact, as long as it is a matter of “impact investing”;
- While communicating your vision to the wide community, you will get more reliability of your clients and third parties.

Vision and mission are complementary to each other and cannot exist one without another. It is the same with ships: its mission is being a good mean for water transport, but it's worth nothing if the captain does not know the destination and the way how to reach it. In this sense, the vision for the businessman is like the Polar Star for the ship.