



## Capacity Building Training Programme

### Module 1 - Unit 2

### Worksheet 1



## Activity: Role play

### Scenario

**Maryam:** Good evening, Deniz! Let me introduce myself. I am Maryam, a recent graduate from the fashion field with a passion for sustainable clothing. I am very excited to be here and meet you in person.

**Deniz:** Hello, Maryam! Nice to meet you, too! That is an interesting direction. Are you looking for something specific?

**Maryam:** I have multiple ideas but do not know where to start. I am considering setting up a small team with the least capital requirements but ideally I would like this to be more official, like having a website, etc.

**Deniz:** You sound very determined. Let me give you some pieces of advice for this first step of your journey.

**Maryam:** Thank you. I would love to hear more.

**Deniz:** First you need to start with the impact you want to make and then with your “what”, “how” and “who”. For example, Nike’s vision statement is “*to do everything possible to expand human potential*” and its mission statement is “*to bring inspiration and innovation to every athlete in the world*”. Its’ purpose is to “*unite the world through sport to create a healthy planet, active communities, and an equal playing field for all*”<sup>1</sup>.

**Maryam:** I see now the difference; the vision is what they aspire to do. Their mission statement is the “how”, i.e. bring inspiration and innovation and the purpose is their reason for existence, i.e. create a healthy planet, etc..

**Deniz:** That is right! Importantly, in order to clearly define your vision, mission and purpose, you will need to consider four (4) important points; namely (1) identify a problem, (2) find probable solutions to it, (3) list measures to be taken/products to be distributed/services to be delivered and (4) identify the beneficiaries of the problem.

**Maryam:** Thank you, Deniz! That was very helpful.

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<sup>1</sup> Nike, Inc. (2023), <https://powertofly.com/companies/nike-inc>

**Exercise: Which one is the vision and which one is the mission statement? Identify the relevant statements.**

Amazon's vision and mission statement<sup>2</sup>. Identify what is what and briefly discuss.

- *"To be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online, and endeavors to offer its customers the lowest possible prices."*

Statement: \_\_\_\_\_

- *"To serve consumers through online and physical stores and focus on selection, price, and convenience."*

Statement: \_\_\_\_\_

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<sup>2</sup> Cuofano, G (2023, March 7), FourWeekMBA. *Amazon Mission Statement and Vision Statement In A Nutshell* <https://fourweekmba.com/amazon-vision-statement-mission-statement/>



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