



ORGANIZATIONAL PURPOSE

- Objectives**
- to review and clarify organizational purpose
 - to identify possible future changes in purpose
- Time it takes**
- 30 minutes
- What you need**
- handout: “Clarifying Our Purpose”
 - current statement of purpose of your organization, if available
- How it’s done**
1. Remind participants that as organizational members work together to plan, there are many options so many choices must be made. One very fundamental choice involves organizational purpose. By jointly reviewing and clarifying their reason for existence, members establish a common base from which to further examine where they are and where they want to go.
Tell them that this activity is a way for members to review and agree upon their fundamental purpose: who they are, what they want to do, with whom. Clarity and focus aids internal and external understanding. Give an example of a clear statement of purpose, eg. *IFUW is a non-profit, non-governmental organization of women graduates committed to empowering women and girls through education to reach their full potential throughout their life span.*
 2. Divide participants into small groups. Distribute the handout. Invite participants to refer to the organizational statement of purpose if available.

Have participants: 1) complete the handout individually; 2) share responses with group members; 3) develop a common understanding of purpose, or, if in different organizations, consult on clarity of statements.
 3. Ask for a show of hands on how many groups feel that considerable change in purpose is needed and/or that further consultation is needed to confirm a common understanding. Suggest that additional work outside a workshop setting will be necessary to synthesize and define an organizational purpose

Clarifying Our Purpose

"Why does our organization exist?"

Directions:

- 1) Complete the form below on your own. Not all lines need be filled!
- 2) Share your responses with other group members.
- 3) Develop a common understanding of your organization's purpose as much as possible.

Take about 20 minutes in total. We will then check on where groups are.

1. **Our Current Purpose** or Why we exist? What are we in business for? Emphasize factors important to current and long-term success: Examples:

"_____ is committed to _____
_____ by _____
_____."

"We strive to have an impact on _____."

"We strive to provide services to _____
_____ in a manner that _____."

Space for other thoughts: _____

1. **Our Profile** 3-5 years from now. Examples:

"In the future, we would like to be known for _____
_____."

"We would like to maintain and advance our leadership in _____
_____."

Space for other thoughts: _____
