

Activity 5: Purpose, Strategy, Impact

Working through a purpose, strategy, impact statement with the group ensures that everyone is, if not on exactly the same page, at least reading the same book.

Giving time for silent reflection and for sharing, work through these questions with the group.

Purpose:

- Describe a time when you experienced or witnessed the problem.
- What really bothers you about this problem?
- What draws you to the work of solving this problem?

Strategy

- When or where have you seen the problem adequately addressed?
- What's promising about the solution?
- What skills or resources will help solve the problem?

Impact

- How will people be better off when this work is done?

As you share responses to each question, collect words and phrases that describe the purpose for your work, the strategy you're going to use, and the impact you foresee.

After each section (purpose, strategy, impact) identify the themes that are most common in the group's responses. Work together to craft a statement that reflects your group's purpose, strategy, and impact.