

Creating vision and mission

METHOD DESCRIPTION

The purpose of the tool

- Defining where we want to be in the future as an ecosystem (vision)
- Defining why we exist (mission)



Workshop time:
2 hours



Who is involved?
Ecosystem actors



Participants:
10-15
(optimum)



Suggestions related to previous work:

Pre-work: ecosystem purpose creation



Suggestions related to additional activities:

Can be used in different phases of ecosystem lifecycle



Assets needed

printed canvases on the workshop (walls or printed personal worksheets). You can choose 1 from 3 different layout options. Post-it notes.



Recommended methods or tools to use

Physical/online workshops. Online co-creation tools like Miro, Trello. Co-creation methods

EXPLORE PHASE

Instructions

How to prepare the exercise



Schedule 2-hour workshop

How to run the workshop



Ask participants to write to post-it note their opinion on why we exist as an ecosystem (mission) and what could be the vision



All post-it stickers are then placed to vision and mission map template on the wall



Ask each participants to present their own idea



Group then the same kind of ideas together for vision and mission



The idea with most stickers will be reworked in groups of 2-3 persons to a new vision and mission statement.



The new vision and mission statements are collected together.



Each participant is then asked to vote with special voting stickers



The most voted vision and mission are then selected for ecosystem vision and mission



The vision and mission map is updated and communicated to necessary audiences

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