



Mission statement and vision

Duration	Topic	Activity	Social Setting	Used media
5 min	<ul style="list-style-type: none">WelcomingClarifying expectationsOverview of the module	Trainer is presenting him-/herself and his/her background “What is aim of module?” “What are intended outcomes?”	Plenary session	PPT slides “PPT - Mission statement and vision”
10 min	Activity: reflecting about your vision	“Explain your mission as a career counsellor to 12 years old”	Individual work and sharing in group	Blank sheet of paper, pens
10 min	Theoretical input: <ul style="list-style-type: none">Definition of “mission statement”Components	Theoretical session	Plenary session	PPT slides “PPT - Mission statement and vision”
30 min	Developing your own mission statement	Individual activity based on a worksheet	Individual work Discussion in small groups	Worksheet “Worksheet - Building your mission statement”
5 min	Theoretical input on vision	Definition of a vision	Plenary session	PPT slides “PPT - Mission statement and vision”
20 min	Your “vision” and action plan	<ol style="list-style-type: none">Try to describe in details your professional situation in 5 years from now.How will you know, that you are getting there?What specific step could you do towards that vision tomorrow/next week/next month/this year?	Individual work / homework	PPT slides “PPT - Mission statement and vision”



20 min	5P marketing strategy	Follow the instructions in the worksheet	Individual work and sharing in group	Worksheet "Worksheet - Building your mission statement"
20 min	Client's avatar	Follow the instructions in the worksheet	Individual work and sharing in group	Worksheet "Worksheet - Building your mission statement"