

# MISSION, VISION, VALUES MORE THAN AN ETHOS, THEY ARE A ROADMAP

All Stakeholders are guided by the Mission, Vision and Values. Together, they communicate how they will leave the world better than how they found it.



## BOUTIQUE ENTREPRENEURSHIP AND INVESTMENT AGENCY

Our client's program - Investment Readiness Accelerator by Connectology - empowers entrepreneurs, angel investors and policy makers to become market leaders. They conduct projects and services for a range of proven programs for startups, investors, and governmental entities that are recognized by the leaders in the industry.

### HOW WE HELPED

We delivered the CYM Mission, Vision, Values Workshop to founders and their leadership teams and helped dig into the language of how they communicate what business they are in, what problems they are solving, and for what specific target markets. They reflect on how they show up every day, their behaviors, habits and what they believe, to best live their values.

### WHY THIS WORKSHOP

#### 1. Communication

Starting with a strong mission statement, the audience immediately knows what you're talking about and can follow with ease.

#### 2. Sense of Confidence

Beginning your pitch deck with your strong voice of convictions for what you offer and to whom, your entire delivery is confident and clear.

#### 3. Success Orientation

Crafting clear statements of how you implement something that results in a positive impact, makes the audience eager to want to learn more about you and your venture.

### AT A GLANCE OBJECTIVES

- Educate up to 40 teams across the EU at the same time on important start-up topics
- Help founders become bulletproof for fundraising by advancing their key knowledge pillars.

### BENEFITS

- Founders learn from each other as they all engage in the workshop and practice creating their statements.
- When Founders find the perfect language for their mission and vision, their confidence soars.

### CLIENT TAKEAWAY

*"Belinda is an excellent speaker and her workshops are really useful for our cohorts."*

Ana Barjasic., Founder & CEO, Connectology

*"Belinda is a great friend of our program that shares the sum of her experiences with our companies. Our past cohorts who participated in this workshop, used their knowledge from this session in the final pitch deck on Demo Day."*

Vladyslav Saviak, Innovation Manager, Connectology

