



Training course for youth workers

‘Social mentoring as innovative training pathway to lifestyle self-employment’

Module II.

Facilitating the social mentoring process on LSE by using the set of open educational resources (OERs) on Life-Style Entrepreneurship

Exercise 3.

Creating your self-employment mission statement

The aim of the exercise:

To practice development of mission statements.

The tasks of the exercise:

Step 1. First, each participant has to make a list of the KEY WORDS that can be used to describe their business, based on their hobbies or life-style. (10 minutes)

Step 2. After that, each participant has to use some or all of the key words that they have identified, write a mission statement for their business. The statement should clearly describe the purpose of business and explain what its key features are. (20 minutes)

The learning outcomes:

- Learners will be able to define the direction of activity of their enterprise/start-up.
- Learners will be able to create a complete Mission Statement of activity of their enterprise/start-up.

The total duration: 30 minutes.