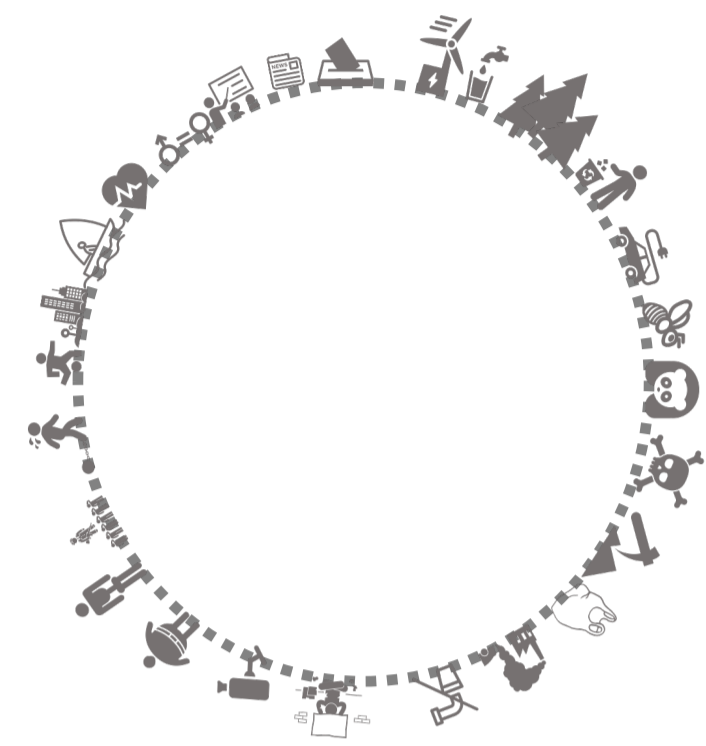


From Society to Your Project (and back)

What is your organization's role in society and what is the impact you aim for?
Gather your most relevant values for this project, and then fill out the sentences below.



Society

Our organization works towards these societal values.

And our key metric for change in each value are...



Customers

The principles, beliefs and/or values of our customers that we target are

Concrete examples of these are...



Organization

The mission or purpose of our organization in society is to

Also a workplace, our organization values...

We the team...

Project

In this team, we especially focus on

These societal values:

These customers' values:

These Organizational values:

These group work values:



We know we have made an impact when _____ changes _____, because _____ changed their thinking/behavior/routines/opinions so that _____.

(societal metric) (how?) (our customers) (actual impact)



We aim to create _____ that helps _____ to reach/fulfill/maintain _____, and our organization to reach/fulfill/maintain _____, to _____.

(product/service/campaign...?) (our customers) (customer's value/belief/principle) (value, principle or belief) (purpose in society).

