**Purpose Statement Sharpening**

A strong purpose statement serves as a “north star” for every choice leading to a successful convening. It can align the organizing team, clarify for participants what they’re being invited to do, and channel momentum towards your intended outcomes. Use the prompts below to generate ideas, then distill your reflections into a purpose statement.

**Brainstorming**

**We’ll know our convening is wildly successful when…** [a bold, game-changing outcome: a breakthrough decision, critical commitment, or shared vision].

**Attendees will leave knowing/believing…** [a transformative mindset, key insight, or fresh perspective on the challenge].

**The vibe needs to be…** [energizing, inclusive] **to unlock** [collaboration, creativity].

**Example Purpose Statement**

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| **Original**In order to stay within a 1.5°C trajectory (45 percent reduction by 2030), the apparel and footwear sector needs to reduce emissions extensively by 2030, which will require financing. This convening provides the opportunity to craft realistic and innovative financial solutions for facility improvements, retrofitting, adaptation, and other decarbonization efforts in the apparel and footwear industries. | **Revised**Enlist brands, financial institutions, industry players, suppliers, and philanthropic partner(s), to interrogate a set of financial solutions for apparel and footwear sector decarbonization. Participants will align on 1-2 actionable solutions that can be immediately deployed as pilots to contribute to emissions reductions in the apparel and footwear sector. | **Changes**Start with an action verb that isn’t “to convene”Clarify the actorsFocus on the convening,not the body of workFocus on outcomes over activitiesAvoid verbosity and jargon |

**Purpose Statement Crafting**

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| Write your purpose statement here by filling in the “mad lib” style template: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [action verb such as align, build, or define] \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [actors around the table such as policymakers, industry leaders, or funders] to / for / around \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [what the convening will uniquely advance such as a set of principles, a roadmap, or a coalition], so that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [outcome that will occur in the world such as the narrative shifts, funding is mobilized, or the solution is piloted]. |

Use your purpose as a guide for aligning key stakeholders and for building your agenda. Don’t forget to share it with participants before the convening and in the opening remarks!