

1:1 Mission and Societal Impact Clarification

□ **Clarifying the mission behind your work**

We define the core purpose of your work and clarify the change it is designed to create.

Output:

- Identified and articulated societal relevance of your work
- Written, refined mission statement

□ **Refining your leadership story**

We clarify why you started this work, what you saw in society or your industry that made you act, and what change you want to see as a result.

Output:

- Rewritten leadership story (short and extended version)
- Structured positioning text for presentations or proposals

□ **Identifying cases of societal and industry relevance**

We identify concrete case studies, lived experiences, and insights that show how your work matters beyond its immediate field, so stakeholders can see how it connects to their own work and societal relevance.

Output:

- 3-5 identified impact stories reflecting the change happening.
- Short written outline for each story, including the change identified, the challenge tackled.

□ **Refining pitches and strategic presentations**

We review and restructure your presentations to ensure that the mission, societal relevance, and the intended change – supported by specific cases – are included.

Output:

- Revised presentation content and structure

□ **Refining materials for stakeholder engagement**

We review existing materials and align them with your clarified mission and societal impact.

Output:

- Written recommendations for revisions
- Marked-up version of your existing materials
- Clear messaging adjustments for different stakeholder groups.

Pricing is defined based on scope and complexity.

A detailed proposal is provided following an initial 30-minute online meeting.

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