

Reflecting on **MTN Cameroon’s Purpose**

1. When we look back as an organization, what have we always been good at? What are the **5 qualities** that our organization has always had?

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| 1- Devoted: 2- Innovation:3- Resilience:4- Talented:5- Engaged:  |

**2.** Looking back into our history of working together as an organization, what is the moment **when you felt truly happy and what did we achieve?**

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| * Ambush Campaign AFCON 2021
* Unbeatable Campaign with Ngannou,Rigo, Abouchou
* Launch of 4G Network (1st Operator in Cameroon)
* Launch of the End of Year Campaign MTN Rush
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**3.** When we are collaborating as a leadership team under what circumstances do we have the most **high performing energy?**

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| * When we have to defend our leadership position in the market
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4. What was the **most challenging time** in working together as a leadership team? What have we learnt from it?

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| **Most challenging time:*** Covid 19 Period, 2020 - 2023

**Learn*** Lead with Care, Agility, resource optimisation, Put the human at the center
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5. What is the most important thing we want to accomplish as MTN Cameroon? What would we like **to be known for when people talk about us in 5 years from now?**

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| * Put a smartphone on a hand of every Cameroonian.
* Democratize digital access in Cameroon.
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**6.** There are no restrictions or limitations. The future is not known. In this moment we have the power to choose. **What is our common vision going forward?** What is possible when our organization puts together the best version of every individual member?

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| **Vision: Thrive**Nothing is impossible for Cameroonian, We can achieve above expectation. |

**In summary,**

**MTN Cameroon’s Purpose in life is to**

**“……… WIN as One………”**

**<repeat> “ ……… WIN as One ………”**

**is what our life at MTN Cameroon is about.**