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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. Stability in the market- Market leadership 2. Positive and inspiring company culture 3. Brand strength 4. Sustainable Relationships 5. Reputation |

**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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| **Results publication - Market share and NPS achievements** |

**3.** When we are collaborating as a leadership team under what circumstances do we have the most **high performing energy?**

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| * **Brand/ Competition challenges** * **Crisis management** |

4. What was the **most challenging time** in working together as a leadership team? What have we learnt from it?

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| Priorities and KPIs alignment. Real implementation of 1 team 1 goal motto. |

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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| **Connect the unconnected**  **Corporate social responsibility** |

**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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| **Drive digital access and solutions in Cameroon** |

**In summary,**

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

**“Provide Inclusive digital access to each Cameroonian”**

**“Provide Inclusive digital access to each Cameroonian”**

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