

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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| - Brand positioning- Innovative products- Talent recruitment - Corporate Social Responsibility- Competitiveness strength |

**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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| **- MKT campaign: Immeuble de la mort, Sean paul concert, Villa campaign, Promote, World Cup 2010, etc.****- Yello Care : Career Day****- Impacting lives : Mintransport project, etc.** |

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

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| **- EBU is always high in terms of energy****- MIT events on the field cross functional****- 21 days of Yello Care activities** |

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

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| - 2017 / 2018 - Money is KING, capitalism- Nul n’est indispensable |

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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| **- Impacting lives of Cameroon****- SMEs grown to be big enterprises Africa level****- MTN seen as the best enabler****- Changed as Digital Economy** |

**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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| **Impacting lives and Digital Economy in Cameroon****Moteur du developpement** |

**In summary,**

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

**“Impacting Lives”**

**<repeat> “ Impacting Lives”**

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