

Creating a powerful one-sentence statement for what you do

Developing a powerful, compelling, and simple one-sentence statement tells people who you serve, what your community group does and why it matters. Use this simple 3-step process:

1 The power of why (based on Simon Sinek's work)

- Finding your group's *why* matters – it creates clarity, keeps you focused on your goals, inspires you to take action, provides a case for support, and helps guide decision-making
- Your *why* becomes a key conversation starter, before the *how* and *what*.

Simple template to create your *why* statement:

TO [*contribution*]
SO THAT [*impact of your organisation*]

Examples:

TO support purpose-led people to thrive
SO THAT they can create change faster and with ease

TO help people in communities
SO THAT they can prosper through volunteering

TO help young adults with learning difficulties thrive
SO THAT they become confident and work ready

TO use the power of music
SO THAT people's lives are changed

2 Understanding the problem and transformation you deliver

- Identify three problems you are trying to solve / the biggest struggles faced by your community
- Identify three ways you transform their lives
- Talk to the people or the communities you serve to find out how they feel.

Where can I find out more?

Start with *why* and *Find your why* – books by Simon Sinek
How to discover your 'why' in difficult times – Ted Talk by Simon Sinek
Hui E! webinar recording of 'Creating a one-sentence statement for what you do' – with Julia Capon from Do Good Jobs

Contact Hui E! for more information

www.huie.org.nz or email us at admin@huie.org.nz

3 Fill in the blank statement

Combine your *why and impact* (values statement), your *who and what* (elevator pitch), and *what sets you apart* (unique proposition).

One-sentence statement template:

I/we help..... [who do you help]
do [what you help with]
so that [what result do you help get/impact]
unlike..... [alternatives]
because of..... [distinction]

Example (Do Good Jobs):

We help *purpose-led organisations*
(do) *recruit candidates via our job board*
so that *they can find values-aligned team members to help them reach their vision*
unlike *other big jobs boards,*
(because of) *we have a values-led community of jobseekers and connect you with quality candidates over quantity – helping shortcut the process to find the right hire.*

Tips:

- Avoid jargon, buzzwords or slang, formal language, long words and passive words
- Make sure your statement is focused on people/ things you serve
- Practice it, share it with your team and make it 1% better each time.