

POSSIBILITIES AFRICA® AND WORLD YOUTH CHANNEL® PRESENT:

Purpose **Q**Uest[©]

The logo consists of the word "Purpose" in a grey, sans-serif font, followed by "QUest" in a purple, sans-serif font. A thick green swoosh underline starts under the "P" and curves around the "est" part. A small blue copyright symbol (©) is positioned to the upper right of the "est" part.

OUTLINE AND STRATEGY DOCUMENT

VISION

As the situation stands in Kenya today, communities lack the basic resources to meet their needs. Socio-economic security is more pre-determined by merit than by opportunity and hard work.

At the other end of the spectrum the country has the highest number of trained professionals in Africa , giving professional exposure and knowledge to any human capital fortunate enough to be work in this environment.

WHAT

Purpose-Quest® is a new, innovative project that seeks to have the youth develop home-grown solutions to Kenya's challenges. These solutions are best on their innate gifting as well as their acquired skills in institutions of learning.

WHO

The target participants are the youth between 16 and 28 years of age. These represent the group that is in its most creative element and has fresh ideas.

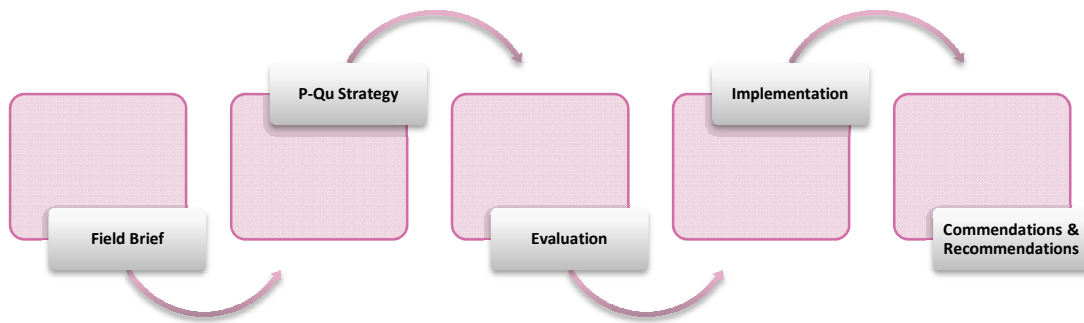
Corporate bodies and tertiary institutions are invited to partner as they seek solutions from innovative youth for industry's socio-economic challenges.

By adopting this approach, Purpose-Quest® allows the youth to be exposed to the expectations of the professional world while granting tangible solutions from the local context. All this is done on an informal, fun way!

Beneficiaries of the Purpose-Quest® model includes:

- Youth, through exposure to professional ethos
- Community centres, through focused and tailor-made solutions devoid of heavy bureaucracy
- Government, through increased capacity of the population with minimal overhead
- Corporate bodies, through cheaper alternatives that reduce time spent by employees on developing solutions, allowing for focus on core business
- Purpose-Quest®, by achieving interaction and empowerment across different spheres of society.

HOW



The Purpose-Quest[®] model is an extremely simple one as illustrated below:

FIELD BRIEF:

An area or organization presents the challenge to Purpose-Quest[®], who then study it and come up with a solution in terms of:

1. What the real/underlying challenges are
2. What the solutions could be in the Kenyan context
3. What skill set is required to come up with these solutions
4. What project framework best combines the skill set to come up with a viable solution

P-QU STRATEGY:

After the brief, Purpose-Quest[®] then scouts for youth and engages them in the project, guiding them at every turn.

Focus is on economy, innovation and skill. Overall improvement of participants, professionally or otherwise, shall also be important.

EVALUATION:

Purpose-Quest[®] will then engage the area or organization, as well as a guest panel of judges drawn from various relevant spheres. The final solutions of participants shall be judged and the top three winners rewarded accordingly.

All participants shall be presented with certificates of appreciation from Purpose-Quest®. The solutions developed remain the intellectual property of the Purpose-Quest® and the participants.

IMPLEMENTATION:

The top solution shall then be implemented by the organization in partnership with the solution developer, to afford them professional experience.

COMMENDATIONS AND RECOMMENDATIONS:

Upon completion of the project, an assessment shall be done by Purpose-Quest® and the area or organization. The findings shall be documented and utilized in future initiatives by both organizations. This shall allow for development of best practises.

WHERE

The Purpose-Quest® model can be applied anywhere in the world.

MARKETING

- Talks presentations. These shall be given in order to present the Purpose-Quest® model and its added value. It is useful for students and corporate alike.
- Publications. Colourful ads and pictorials will draw the attention of readers to something new. Emphasis is on the fun and relevance of the Purpose-Quest® model.
- Television. Fun, vibrancy and purpose shall be the hallmark of the Purpose-Quest® brand.

COST PLAN

- Field Brief, 2.5%
- P-Qu Strategy, 7.5%
- Evaluation, 2.5%
- Implementation, 85%
- Commendations & Recommendations 2.5%*

*Pegged on book value of business

BUDGET

Administration:

- Coordination et al

- Accounting
- Literature and research

Resources:

- Communication (phone, fax, email)
- Project space
- Project materials

P-Qu[®]

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