

## Make a Mark Statement of Intent Thought Starters

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**STATEMENT OF INTENT** – A statement of intent is a concise promise/commitment (no more than one or two sentences) that articulates how you will make a mark. The steps below can help you craft your statement:

1. Think about your role and how it impacts the agency
2. Consider your strengths
3. Imagine what it would look like for you to make a mark
4. Add verbs that demonstrate *how* you would go about doing it

Combine these elements and you will have your statement of intent. Below are some examples.

- I will come up with three unexpected solutions for each of my clients
- I will promote the value of observational and co-creative methodologies internally and externally
- I will strive to take creative risks; bring new projects and ideas to the table, so that Marcus Thomas is recognized as a top creative agency
- I will volunteer to update my CoP on new digital and social media platforms weekly

And don't hesitate to get help from your supervisor, a partner or the culture and coaching team when working through this process.