

# VISION MISSION

# GOALS AND

Your

### **Vision And Mission Statements**

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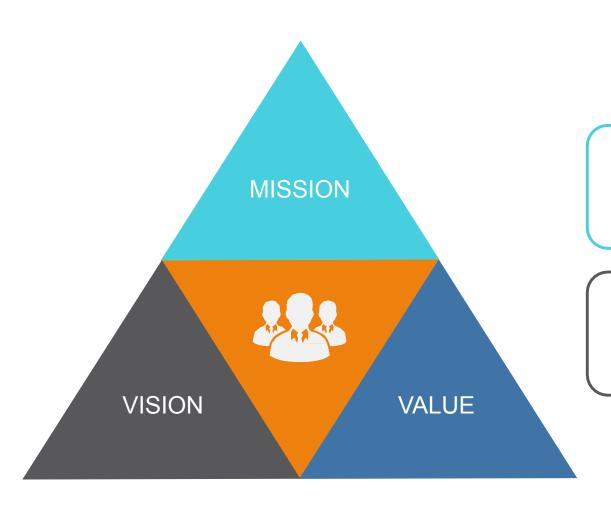
"A MISSION STATEMENT
explains what a company
wants to do now while
VISION STATEMENT says
what a company wants to
be in future."



### **Vision And Mission Statement Chart**

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A Mission Statement Says How Will You Get To Where You Want To Be.

A Vision Statement says where you want to be in the future.

### Vision And Mission Statement Definitions: Which Com

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In a company, the vision statement is often led by the mission, which was already accomplished, and by strategic future plans.

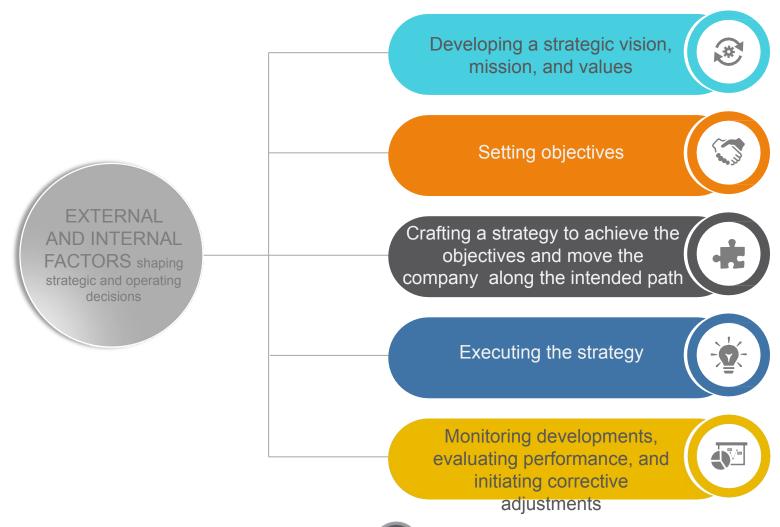
### **VISION**



For any new start up, formulate the vision statement first and it will guide the mission statement and the rest of the strategic plan.

### **Strategic Management Process**





# **Factors Shaping Strategic Decisions**





### **Mission Statement**





# **Key Questions For Developing A Mission Statem**

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### What do we do today?

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### Why do we do it?

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#### For whom we do it?

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#### What is the benefit?



# Key Questions For Developing A Vision Statemer

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# VISION

- ✓ Where Do You Want To Be Going Forward?
- ✓ When Do You Want To Reach That Stage?
- ✓ How Do We Want To Do It?

- ✓ The vision statement defines the future.
- ✓ It gives details on future goals and where you wish to.
- It explains why you choose to work for it.

### **Strategic Vision**

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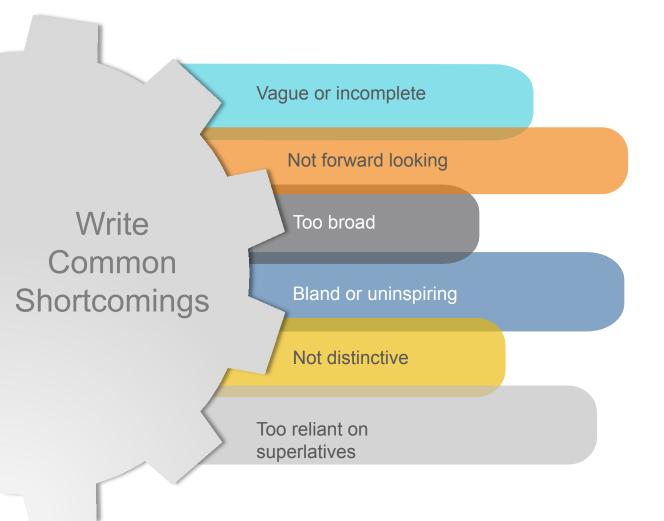
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- ☐ It's top management's views about the firm's direction and future product-market-customertechnology focus.
- □ Provides a panoramic view of "where we are going".
- ☐ Is distinctive and specific to a particular organization.
- Definitively states how the company's leaders intend to position the firm beyond where it is today.



# Common Shortcomings Of Company Vision State

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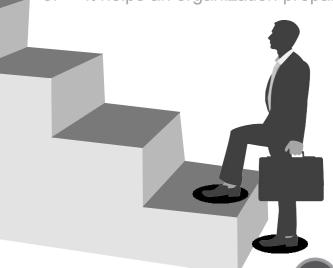


- ☐ Short on specifics about where the company is headed or what the company is doing to prepare for the future.
- Doesn't indicate whether or how management intends to alter the company's current product-market –customer-technology.
- ☐ So all-inclusive that the company could head in most any direction, pursue most any opportunity, or enter most any business.
- ☐ Lacks the power to motivate company personnel or inspire shareholder confidence about the company's direction.
- Provides no unique company identity; could apply to firms in any of several industries (including rivals operating in the same market arena).
- Doesn't say anything specific about the company's strategic course beyond the pursuit of such distinctions as being a recognized leader, a global or worldwide leader, or the first choice of customers.

# Why A Sound, Well-communicated Strategic Vision

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- It crystallizes senior executives' own views about firm's long-term direction.
- . It reduces the risk of rudderless decision making by management at all levels.
- 3. It is a tool for winning the support of employees to help make the vision a reality.
- 4. It provides a beacon for lower-level managers in forming departmental missions.
- 5. It helps an organization prepare for the future.



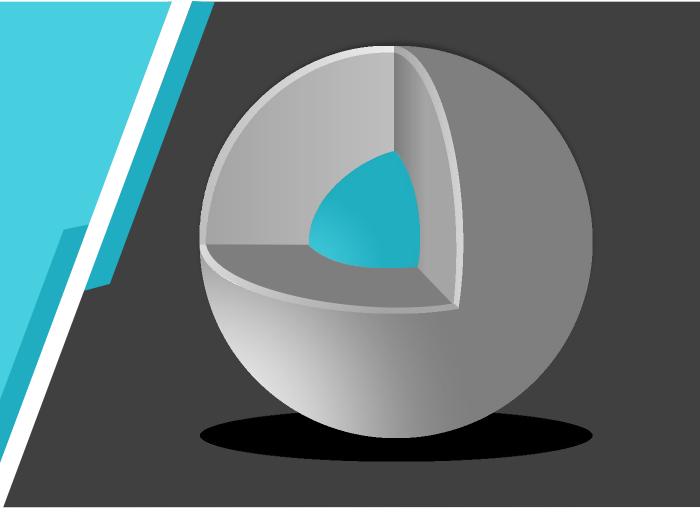
### **Core Concept**

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# CORE CONCEPT

A firm's values are the beliefs, traits, and behavioral norms that the firm's personnel are expected to display in conducting the firm's business and pursuing its strategic vision and mission.



## **Short Term Vs. Long Term Objectives**

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### **Long-Term Objectives**

Targets to be achieved within 3 to 5 years.





### **Short-Term Objectives**

Targets to be achieved soon (<2 years) Milestones or stair steps for reaching long-range performance.

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## **Crafting A Strategy**

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Addresses the question of how to capture cross-business synergies, what business to hold or divest, which new markets to enter, and how to best enter new markets-by acquisition, creation of a strategic alliance or through internal development?

02

Business strategy

Is primarily concerned with building competitive advantage in a single business unite of a diversified company or strengthening the market position of a nondiversified single business company?

03

Functional -Area strategies Are concerned with the strategies specifically related to particular functions or processes within a business (marketing strategy, production strategy, finance strategy, customer service strategy, product strategy, and human resources strategy)?

04

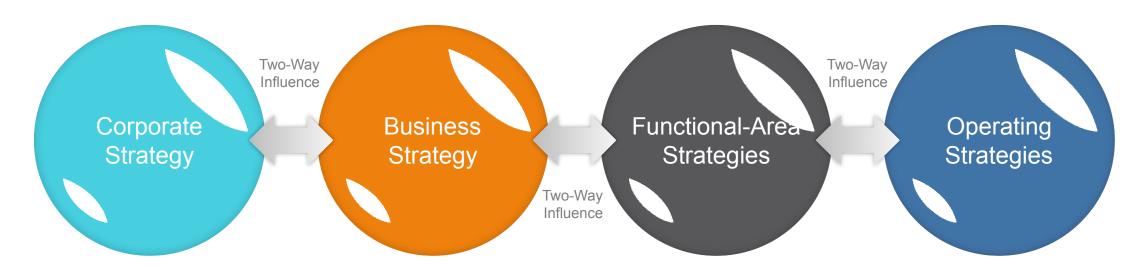
Operating strategies

Are relatively narrow strategy initiatives and approaches of limited scope for managing key operating units (plants, distribution centers, geographic units) and specific operating activities such as materials purchasing or internet sales?

### **Company's Strategy Making Hierarchy**

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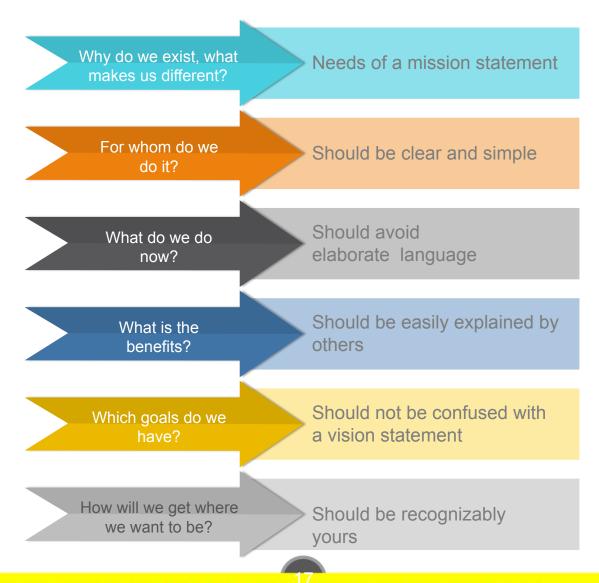
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### Mission Statement: Create Your Own Mission Work

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### **Mission Statement Components**

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Are employees a valuable asset of the organisation?

#### **PHILOSOPHY**

What are the basic beliefs, values, aspirations, and ethical priorities of the organisation?

#### **SELF-CONCEPT**

What is the film's distinctive competence or major competitive advantage?

# CONCERN FOR PUBLIC IMAGE

Is the organisation responsive to social, community, and environmental concerns?

#### CUSTOMERS

Who are the organization customers?

# PRODUCTS OR SERVICES

What are the organisations major products or services?

#### **MARKETS**

Geographically, where does the organisation compete?

#### **TECHNOLOGY**

Is the organisation technology current?

# CONCERN FOR SURVIVAL, GROWTH, PROFITABILITY

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Is the organisation committed to growth and financial soundness?

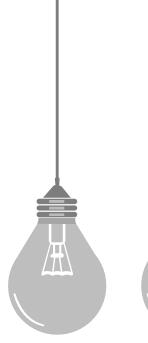
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### Values And Philosophy

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# Our Philosophy



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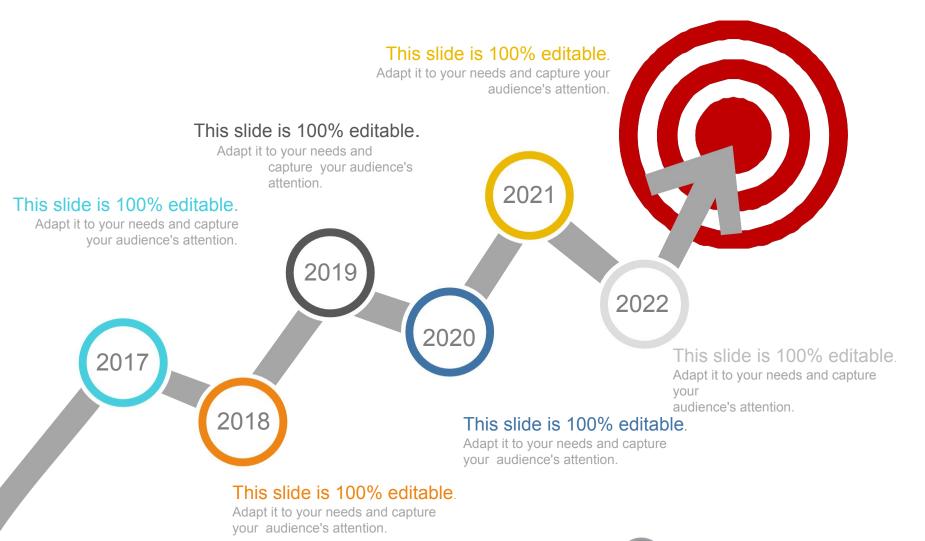
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### **Our Future Plans**

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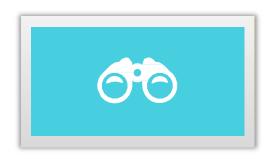


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### Company Name (Design #1)

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#### VISION

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#### **MISSION**

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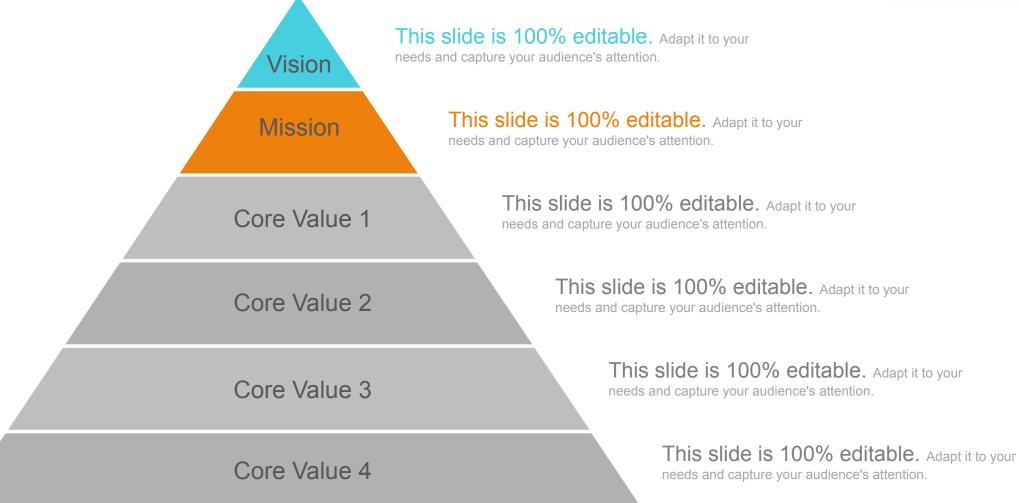


#### **GOAL**

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## Company Name (Design #2)





## Company Name (Design #3)

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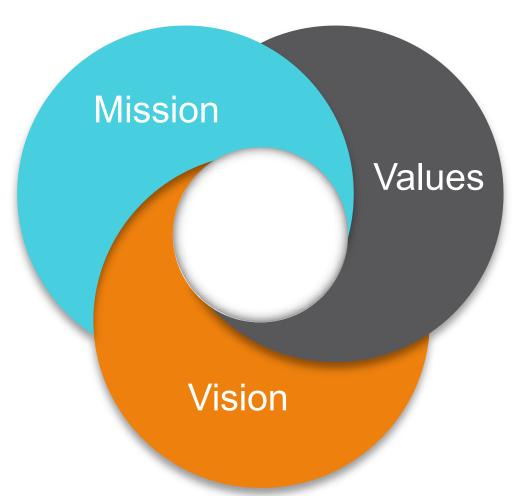
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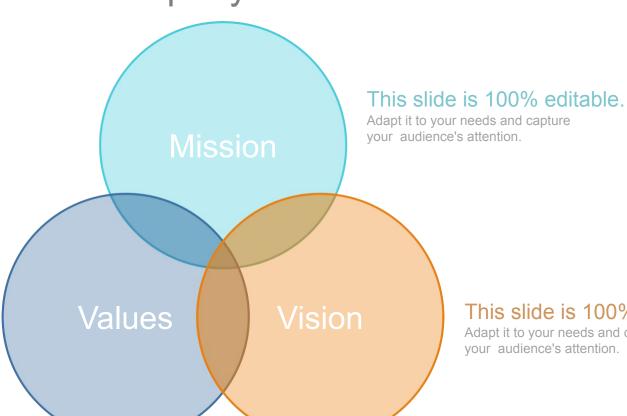


## Company Name (Design #4)

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## Company Name



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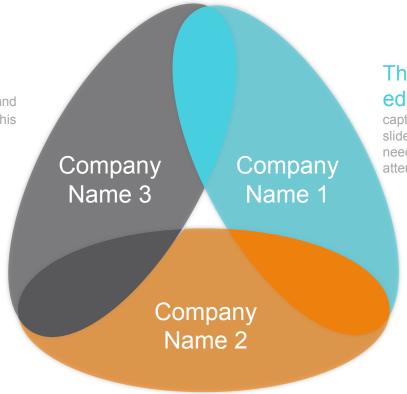
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## Company Name (Design #5)

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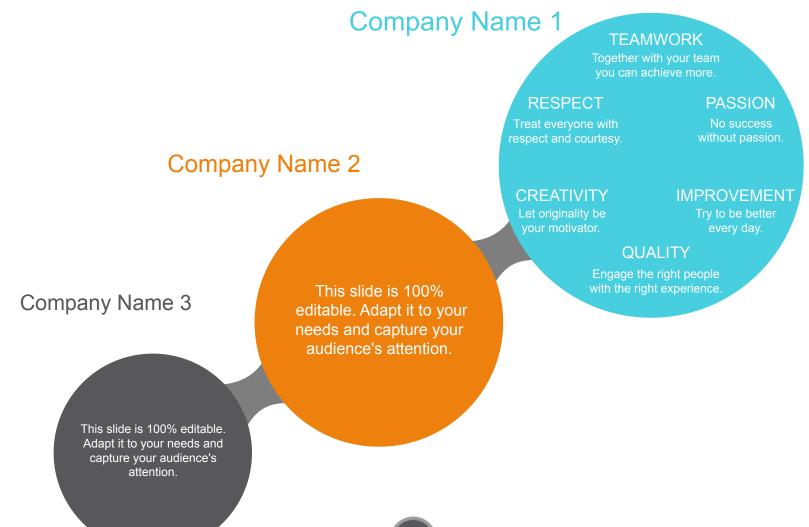


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### **Company Name (Design #6)**





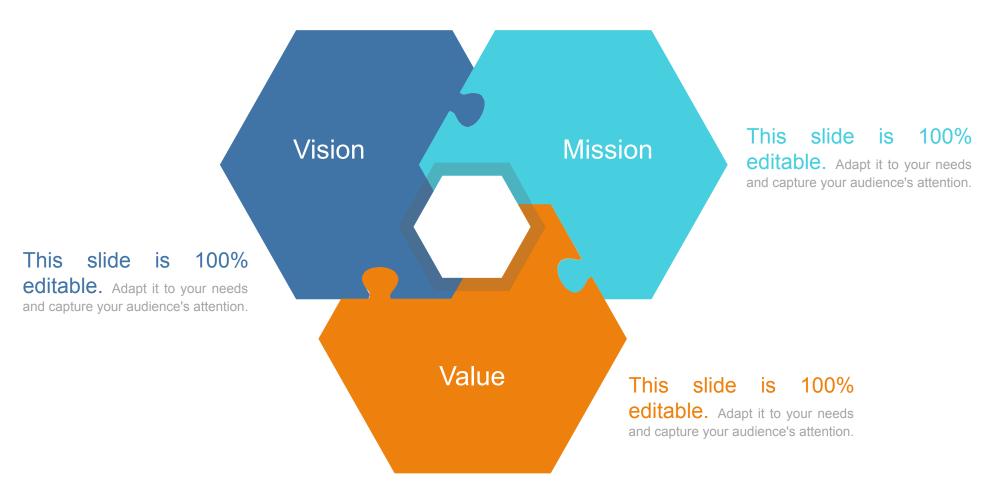
## Company Name (Design #7)





## Company Name (Design #8)

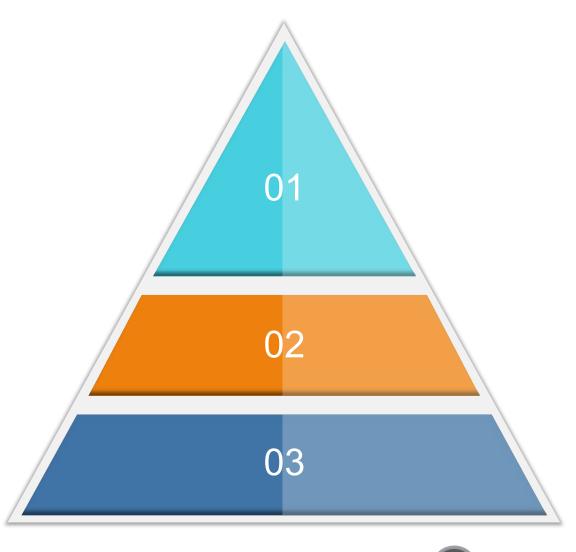




## Company Name (Design #9)

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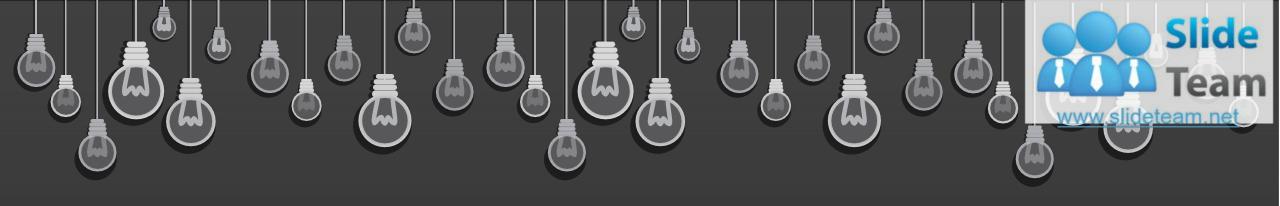
### Mission

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### Vision

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### Value



# ADDITIONAL

# SLIDES



### Our

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#### Founder CEO

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#### Designer

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#### Manager

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#### Advisor

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### **Our Goal**

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#### TEXT HERE

### Quotes

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### **Timeline**

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### 2018

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#### 2020

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#### 2021

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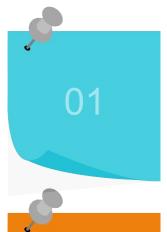


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### Important note

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### **Puzzle**

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### **Target**

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### Circular

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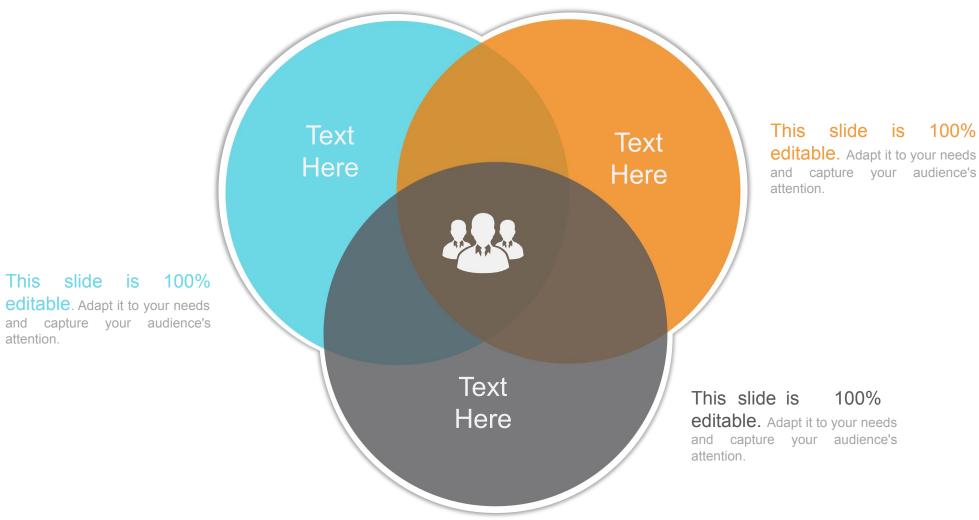




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### Venn





### Mind Map

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### **Bulb Or Idea**

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### **Magnify Glass**







# THANK



Address
# street number,
city, state

**Contact Numbers**:
08785644562



Email Address: emailaddress@1 23.com

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