



VISION MISSION

GOALS AND

Your

OBJECTIVES

Vision And Mission Statements

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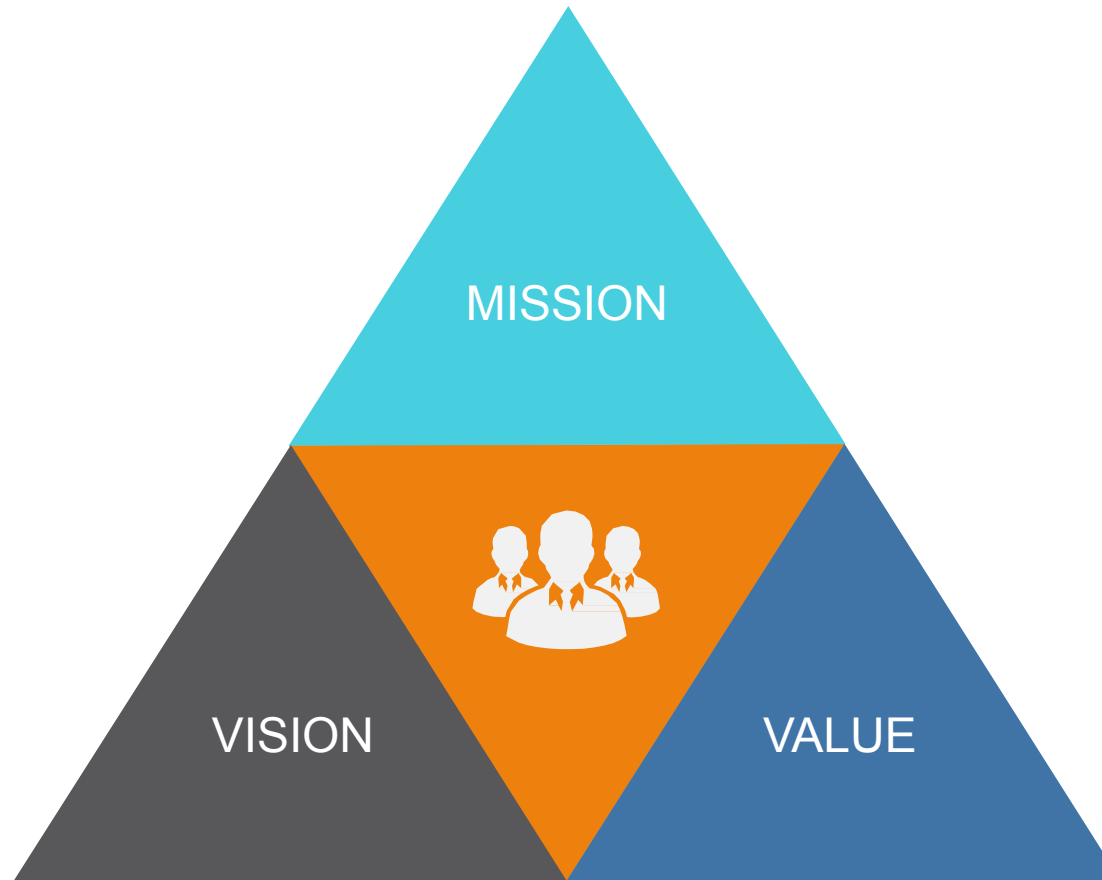


"A **MISSION STATEMENT** explains what a company wants to do now while **VISION STATEMENT** says what a company wants to be in future."



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 Comes First?

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MISSION



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

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Factors Shaping Strategic Decisions

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Mission Statement

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Key Questions For Developing A Mission Statement

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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?

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Key Questions For Developing A Vision Statement

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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

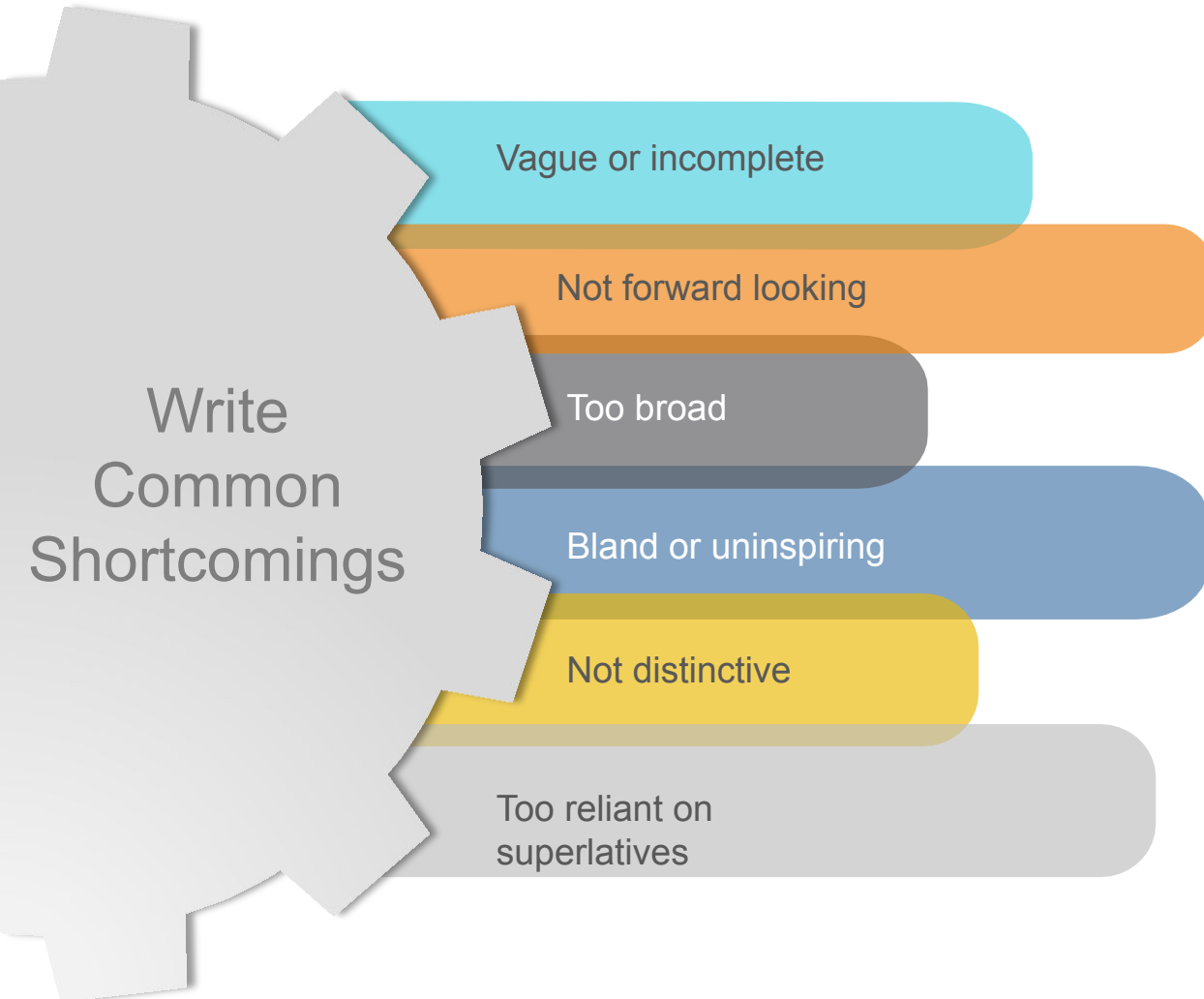
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- ☐ It's top management's views about the firm's direction and future product-market-customer-technology focus.
- ☐ Provides a panoramic view of "where we are going".
- ☐ Is distinctive and specific to a particular organization.
- ☐ Definitively states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



Common Shortcomings Of Company Vision Statement

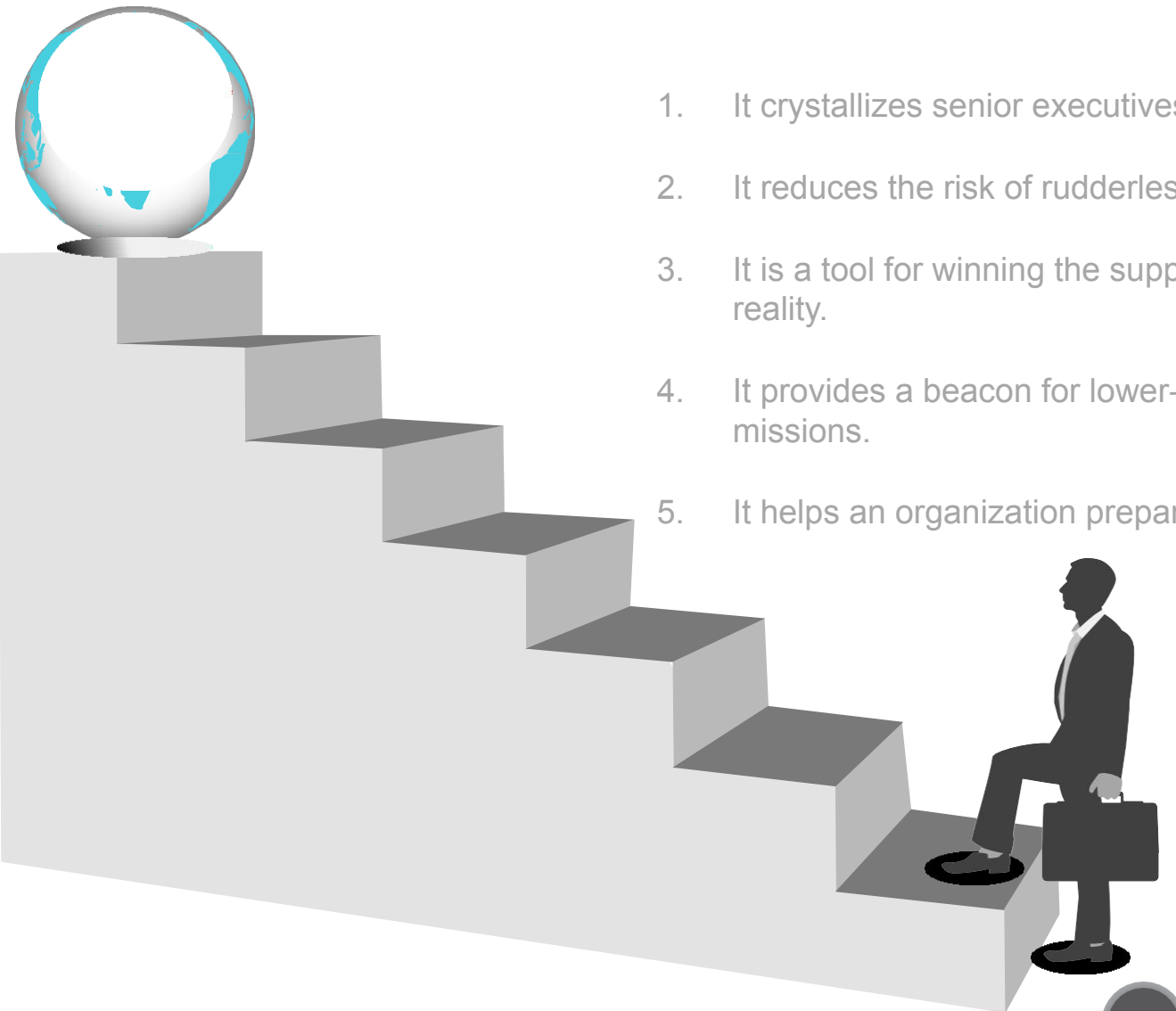
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- ❑ Short on specifics about where the company is headed or what the company is doing to prepare for the future.
- ❑ Doesn't indicate whether or how management intends to alter the company's current product-market –customer-technology.
- ❑ So all-inclusive 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

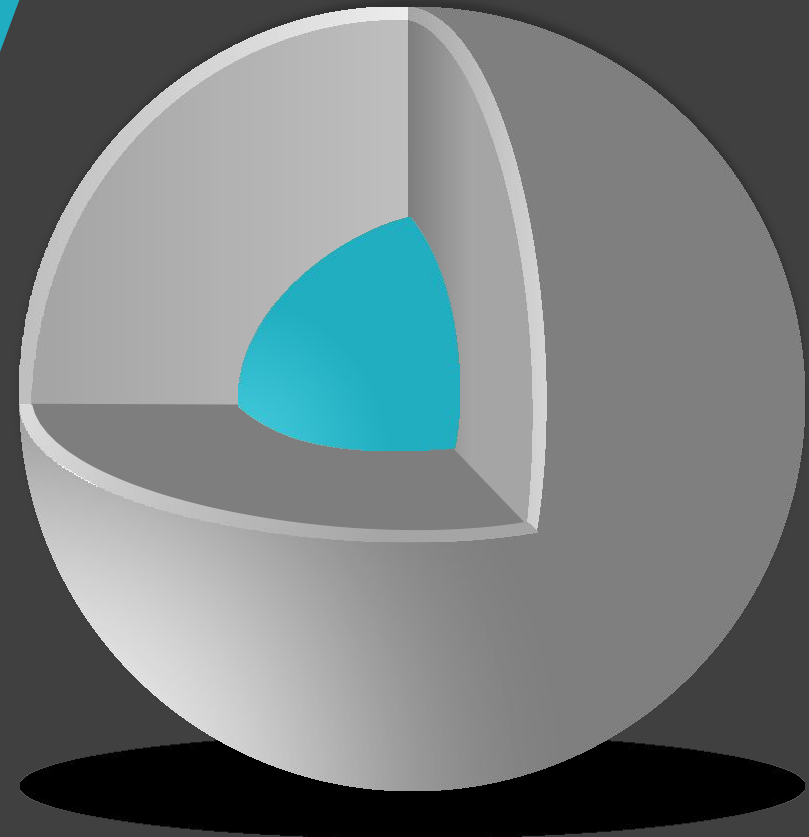
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1. It crystallizes senior executives' own views about firm's long-term direction.
2. It reduces the risk of rudderless decision making by management at all levels.
3. It is a tool for winning the support of employees to help make the vision a reality.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

CORE CONCEPT

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.



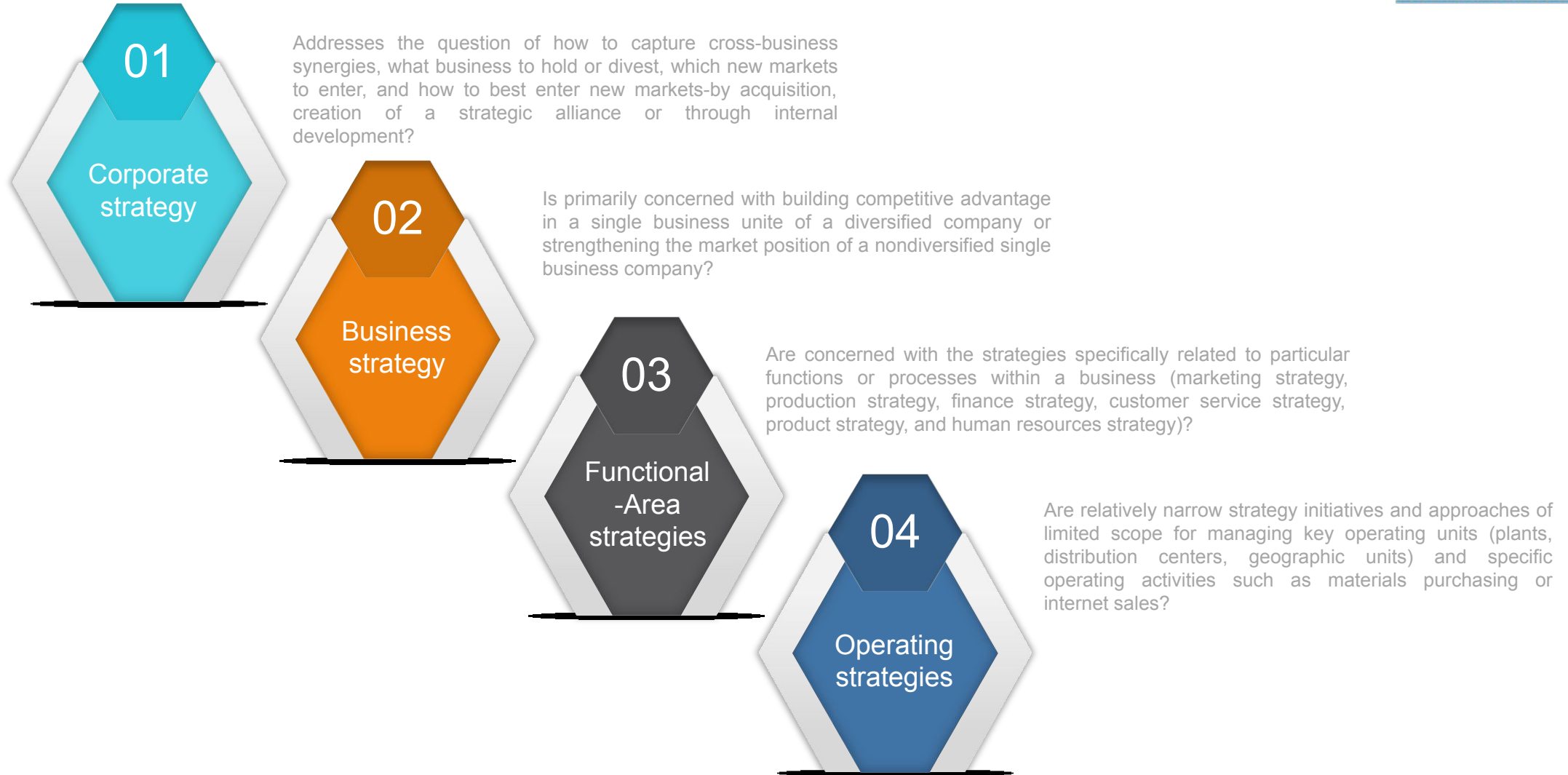
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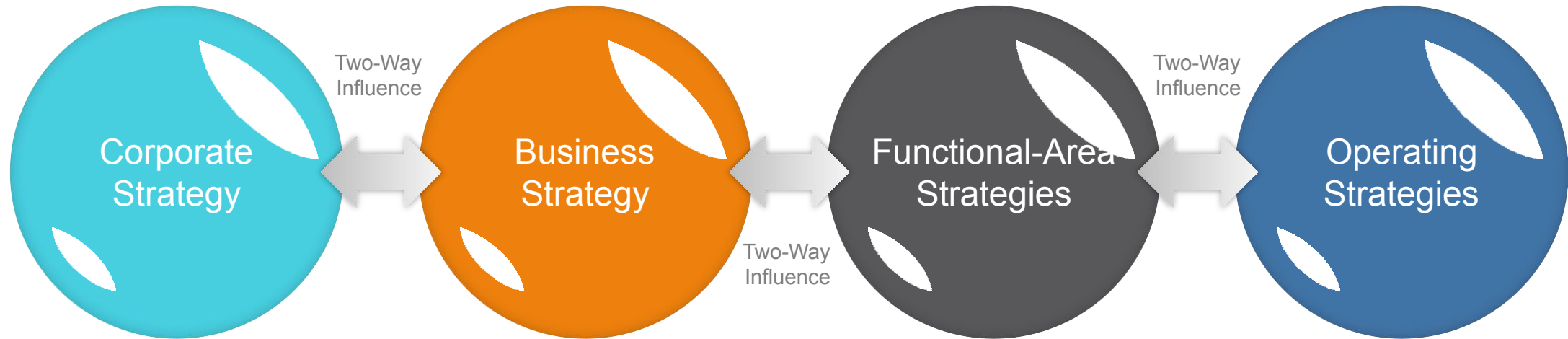
Crafting A Strategy

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Company's Strategy Making Hierarchy

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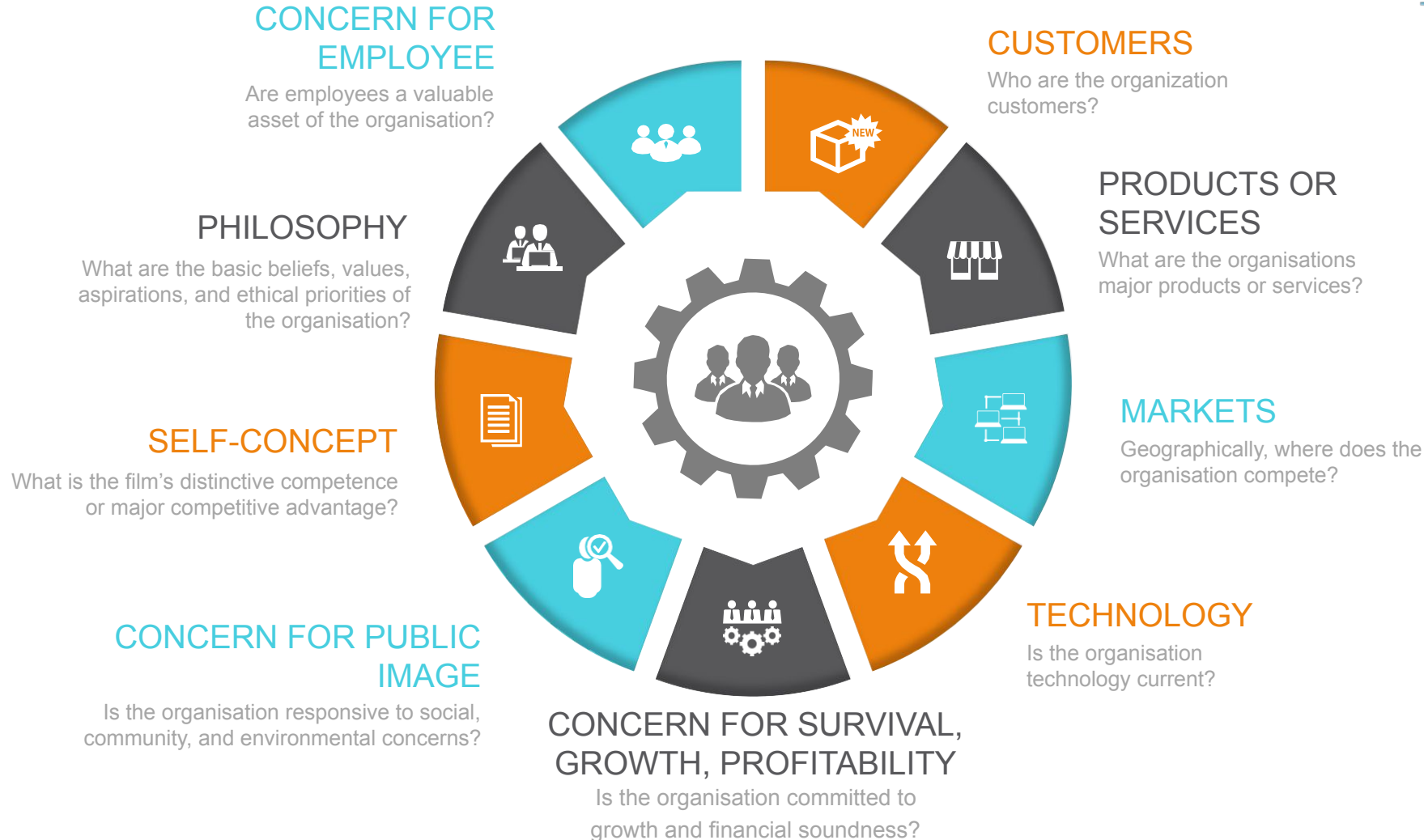
Mission Statement: Create Your Own Mission Work

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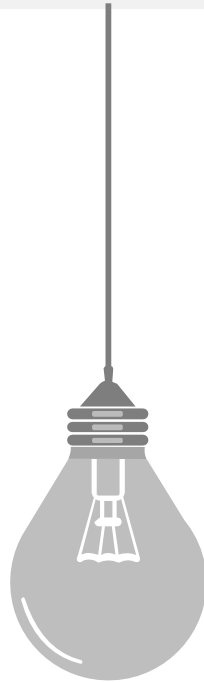
Mission Statement Components

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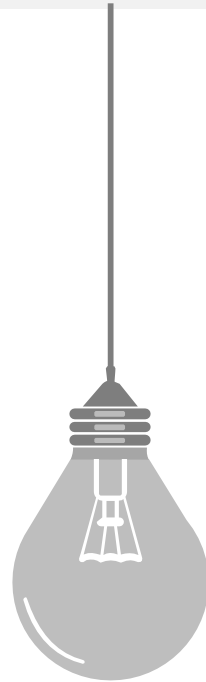


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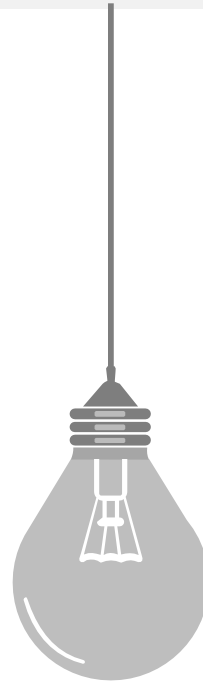
Our Philosophy



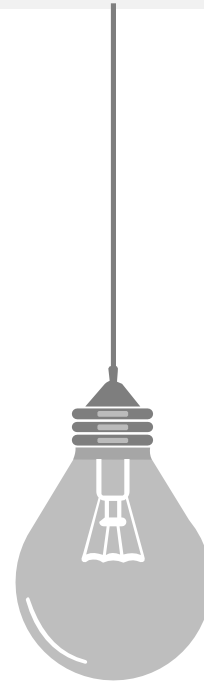
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Our Future Plans

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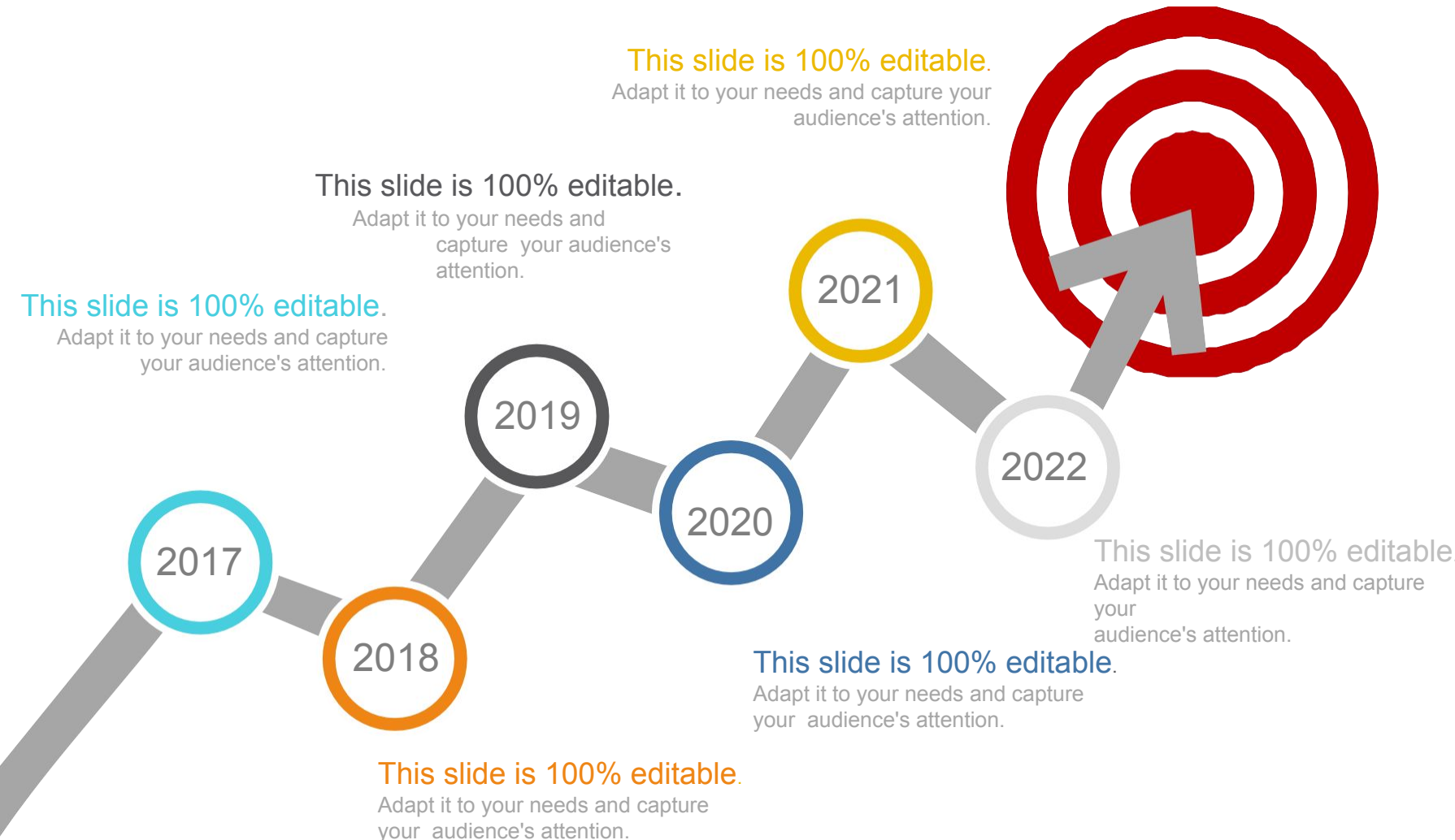
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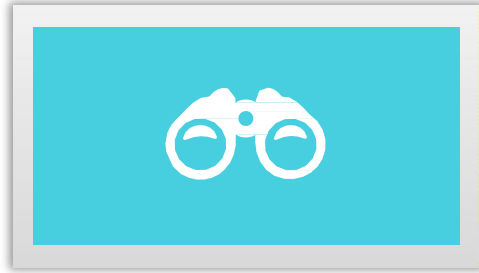
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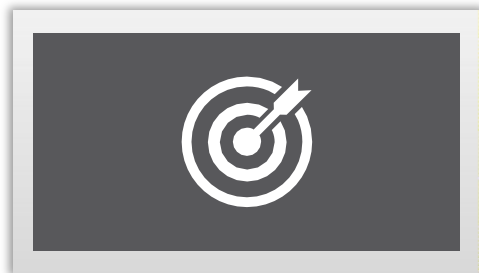
VISION

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MISSION

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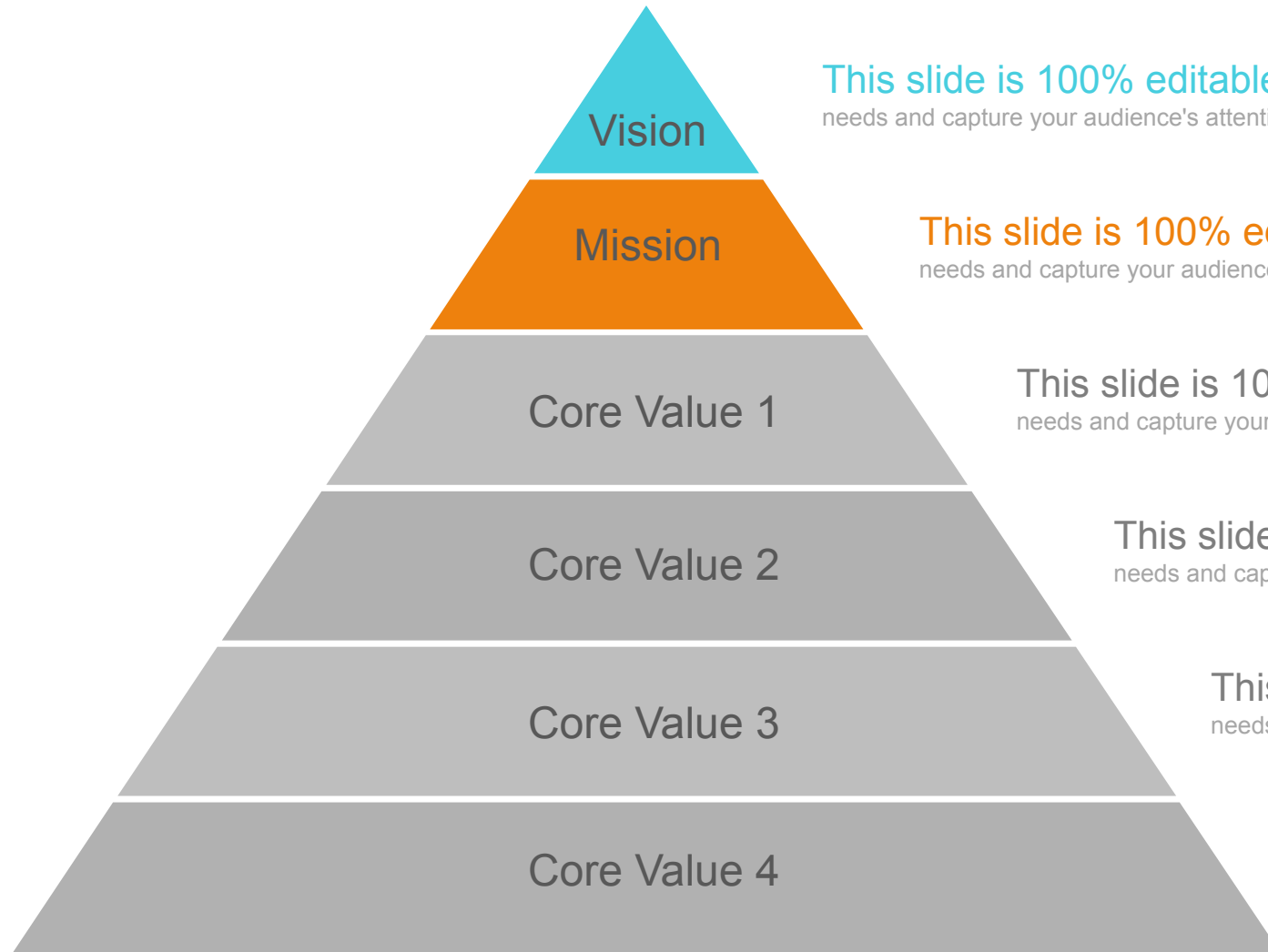


GOAL

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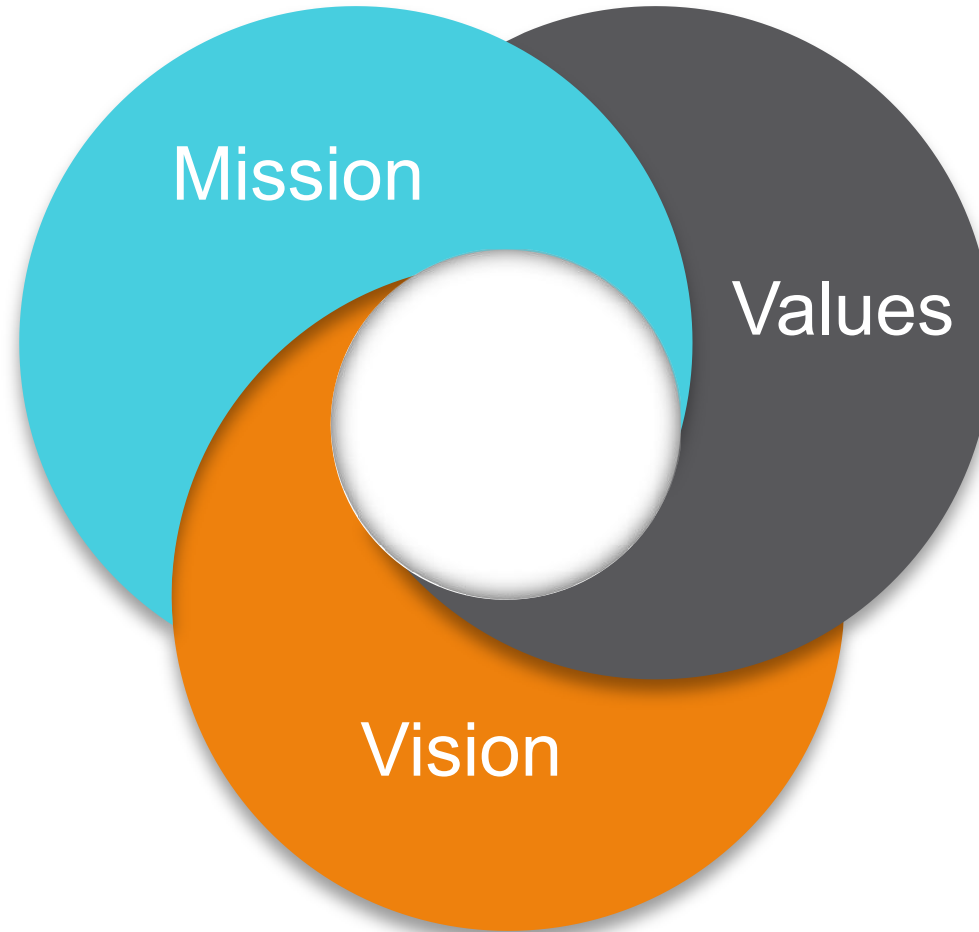
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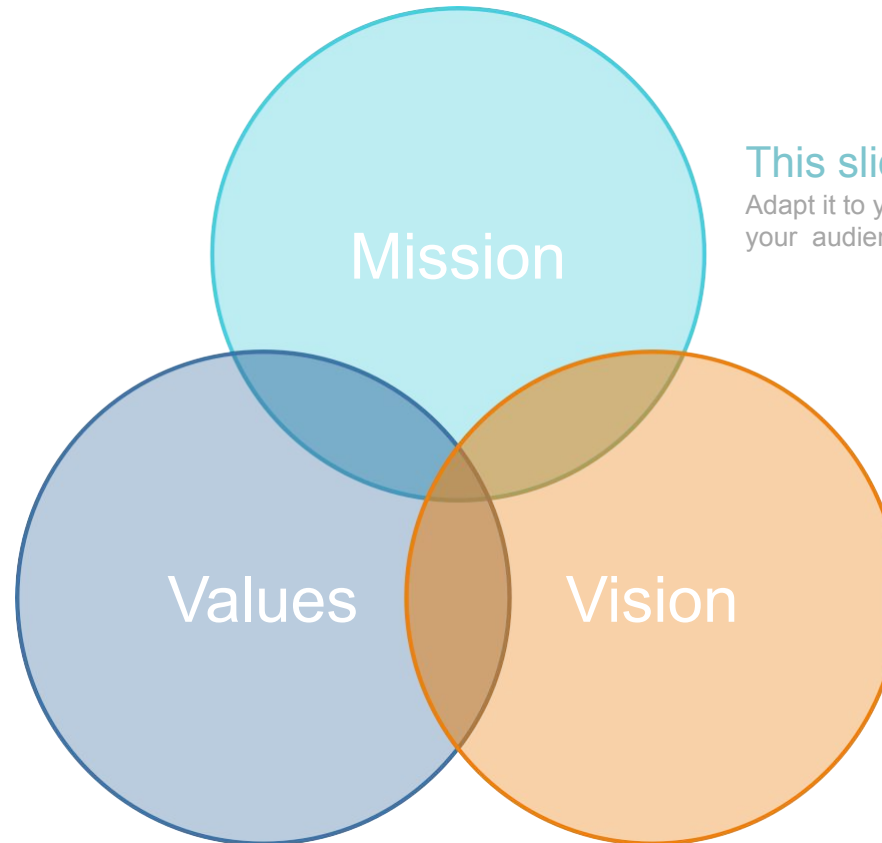
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Company Name



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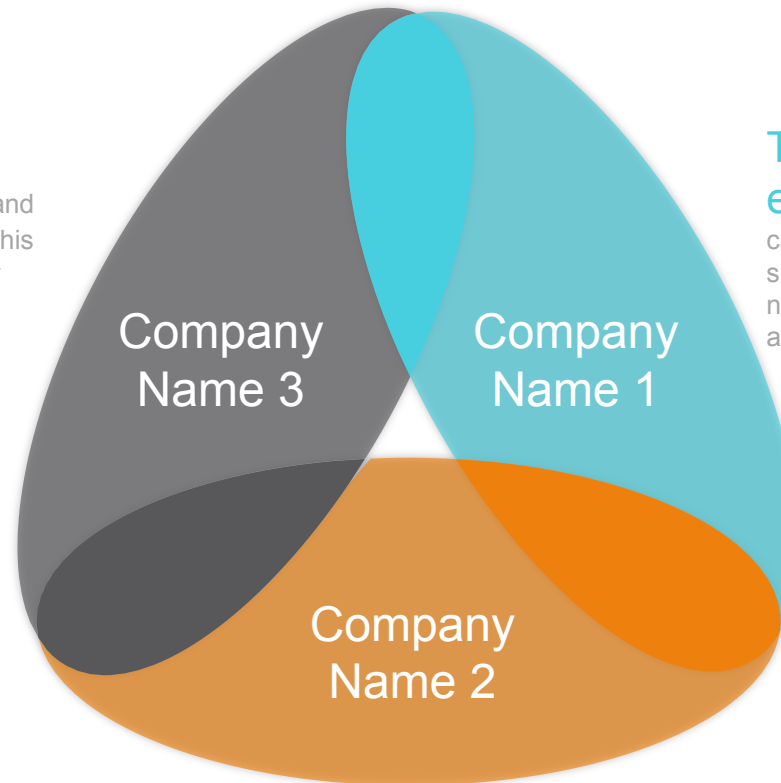
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Company Name (Design #6)

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Company Name 1

TEAMWORK

Together with your team
you can achieve more.

RESPECT

Treat everyone with
respect and courtesy.

PASSION

No success
without passion.

CREATIVITY

Let originality be
your motivator.

IMPROVEMENT

Try to be better
every day.

QUALITY

Engage the right people
with the right experience.

Company Name 2

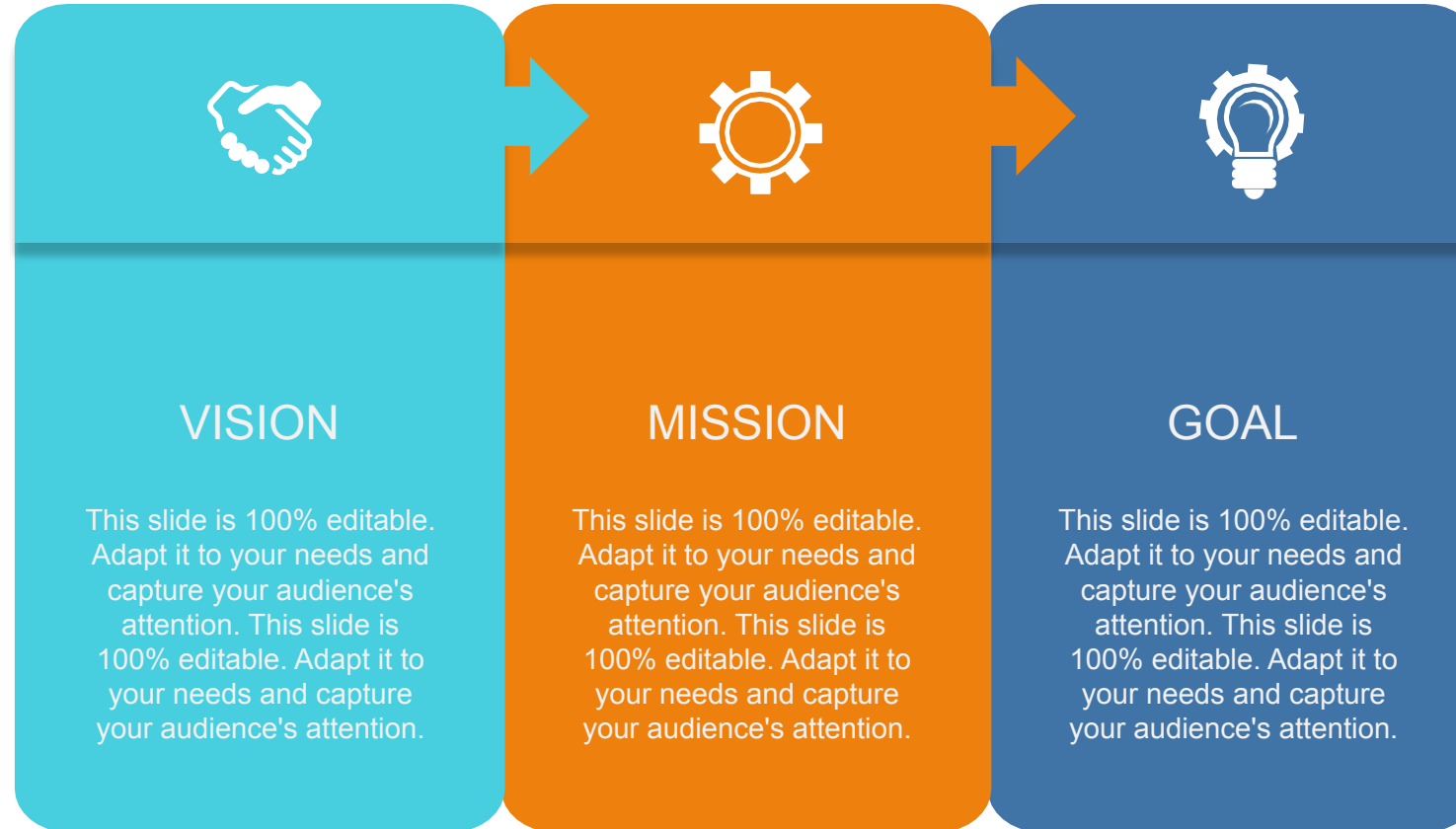
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Company Name 3

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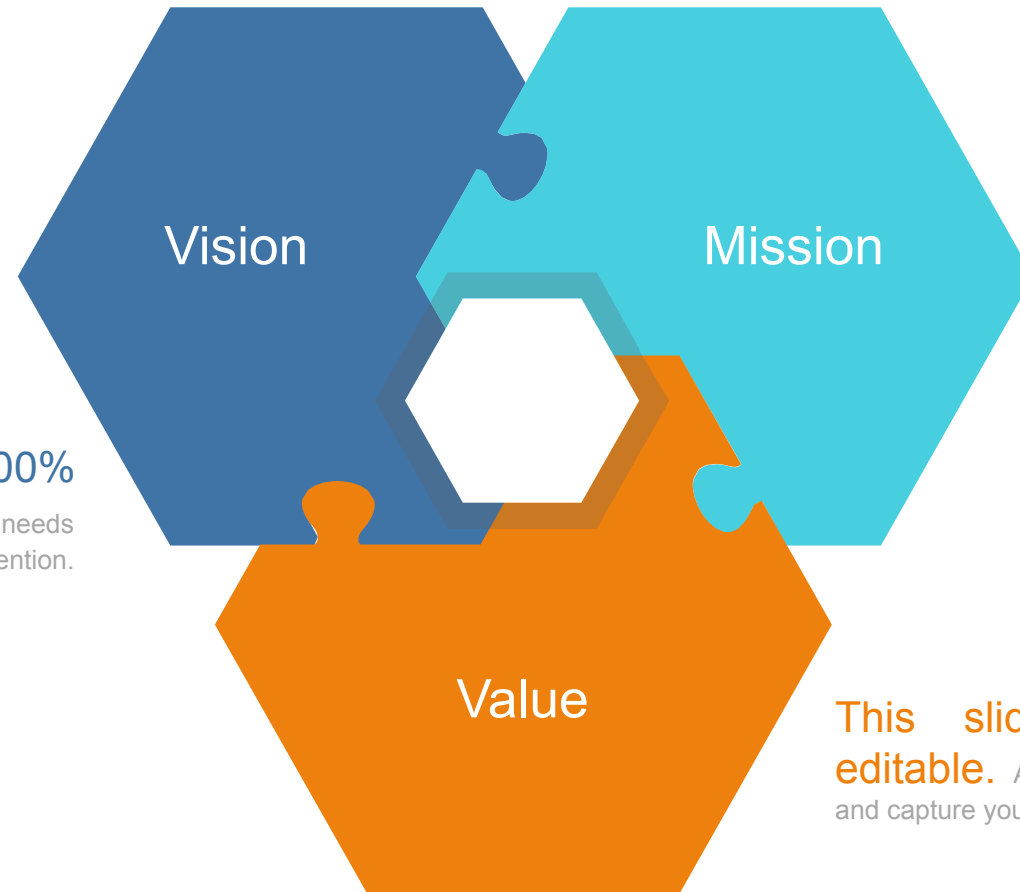
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Company Name (Design #8)

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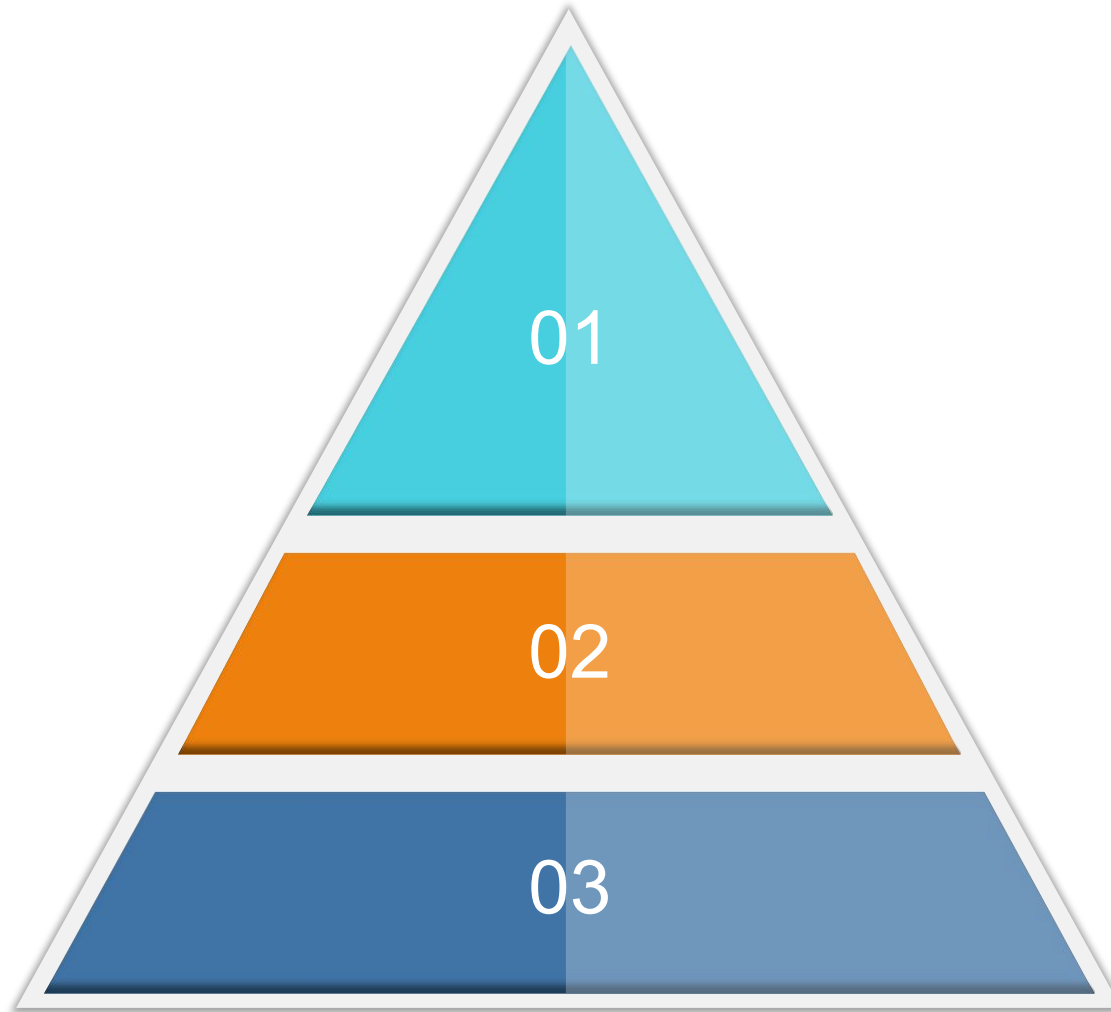
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Company Name (Design #9)

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Mission

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Vision

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Value

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ADDITIONAL SLIDES



Our Team

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Founder CEO

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ANITA



Designer

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MARRY



Manager

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JOHN



Advisor

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TOM

Our Goal

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Quotes

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Timeline

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Important note

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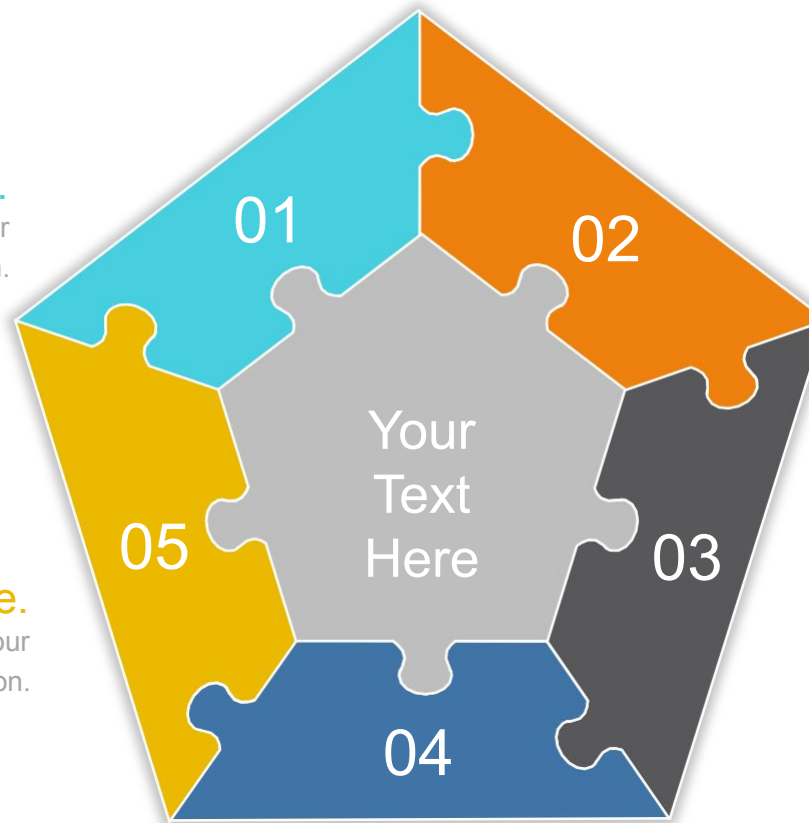
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Puzzle

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Target

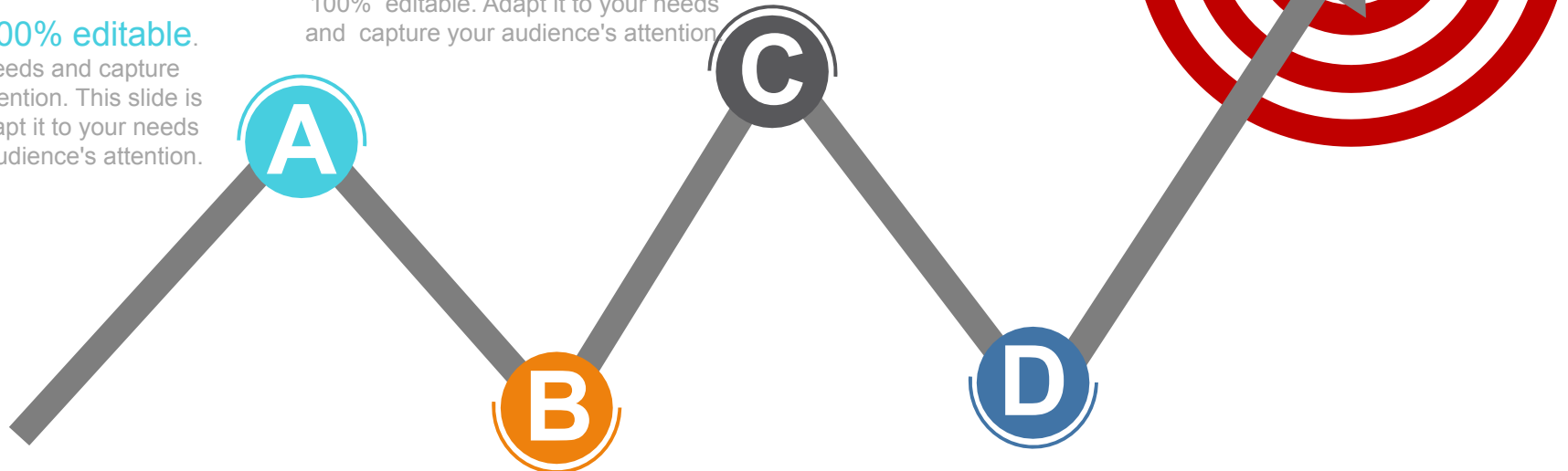
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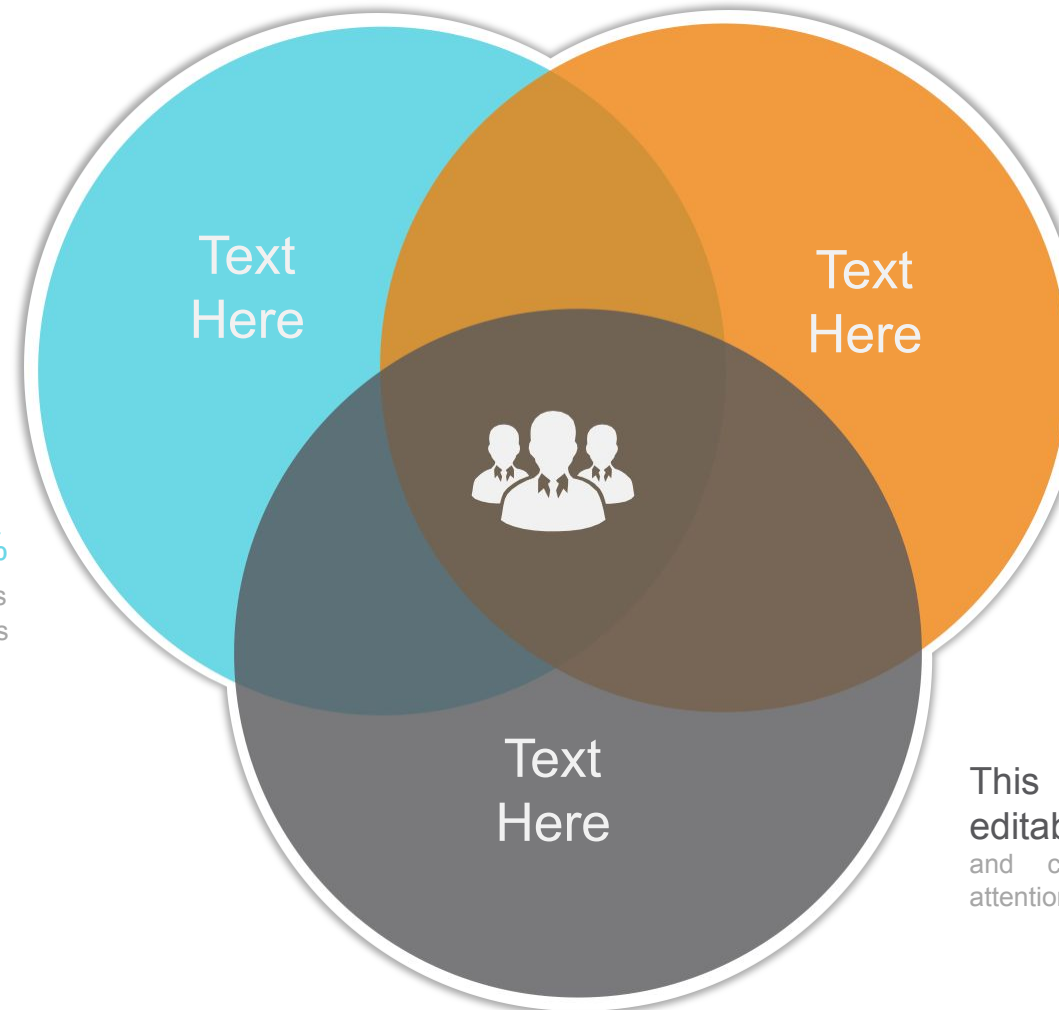
Circular

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Venn

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Mind Map

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Bulb Or Idea

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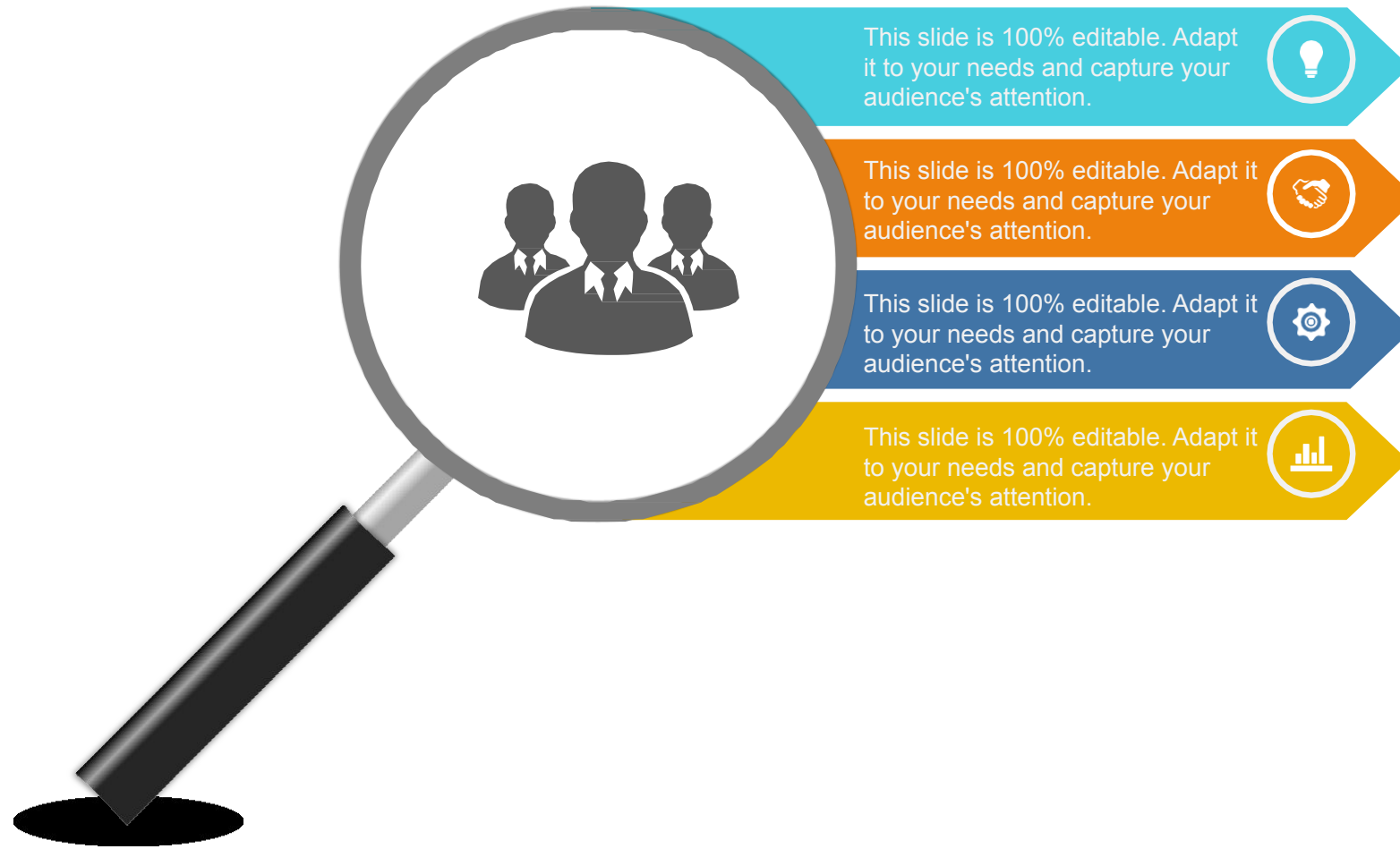


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Magnify Glass

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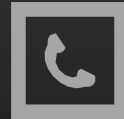
THANK

YOU!



Address

street number,
city, state



**Contact
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08785644562



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emailaddress@1
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