



Work Area 17 Business Environment

3.30 Understand the communication of the organization's missions, values and vision

- LO95: Demonstrate ability to promote and achieve the Mission and objectives of the organization, always reflecting the values of the organization.



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Module Details

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|---------------------------|--|
| Work Area Code: | 17 |
| Work area title: | Business Environment |
| Unit Code: | 3.30 |
| Unit Title: | Understand the communication of the organization's missions, values and vision |
| Learning Outcomes Nos: | L095 |
| Learning Outcomes titles: | Demonstrate ability to promote and achieve the Mission and objectives of the organization, always reflecting the values of the organization. |
| Recommended Duration: | 1 hour |
| Trainer: | |



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- Training Aims:

- 1) Define the concepts of Mission, objectives and values for an organization.
- 2) Determine the differences between them
- 3) Specify their importance in Strategic Planning
- 4) Evaluate results when objectives are not achieved and take responsibility for own actions.



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Missions, Values and Vision

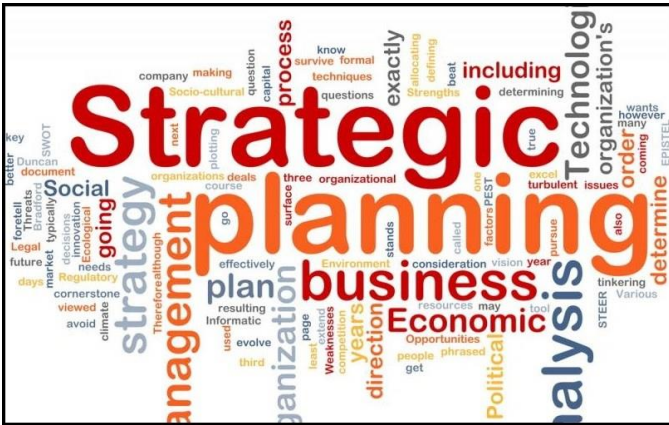
The mission, vision and values of a company or organization are concepts that describe the reason for the existence of the company or organization and the scope of activity



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The identification of the mission, vision and values statements is usually done during strategic planning.



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VISION: *The vision of a company should reflect the beliefs and the real desires of the operator and reflect the principles and values of the organization.*



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A vision statement describes the organization as it would appear in a future successful state.



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Missions, Values and Vision

MISSION: *The mission or purpose of the enterprise is an accurate description of what the company makes. Describes the activities of the enterprise in terms of products or services, markets and technology and it is the commitment of the entrepreneur on the general business goals.*



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The mission statement supports the vision and serves to communicate purpose and direction to employees, customers, vendors and other stakeholders. The mission can change to reflect a company's (or department's) priorities and methods to accomplish its vision



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Missions, Values and Vision

VALUES: *The values determine the path to be followed by the organization to achieve its mission and vision.*



A values statement describes the organization beliefs and how it will behave. The values create a moral compass for the company and its employees.



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A vision statement should challenge and inspire employees. The mission statement supports the vision and the values statement defines the deeply held beliefs and principles of the organizational culture.



Developing a values-led organization can be a difficult and slow process. Companies should be prepared to make a long-term commitment to the established company values.



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Employees owe to promote the mission and objectives and reflect the values of the organization

When employees believe in and communicate business values and commit themselves in the achievement of business mission and goals, this is transferred to everyone who interfere with the company via transactions and interaction and can build long term relations and loyal customers



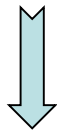
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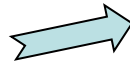


Vision and mission statements are related with firm performance and this is correlated to if vision and mission is adopted by employees and values are in accordance with their beliefs

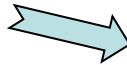
Management should:



Keep it always top of mind



Align employees to Vision, Mission and Values of the company



Keep employees engaged by sharing news about how the company is striving to reach the mission and vision and feed back the results.



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Branding refers to the way a customer understands the product or service provided



Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers. The process involved in creating a unique name and image for a product in the consumers' mind.



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If the results are not as anticipated and business aims are not fulfilled, a restructuring in fundamental principals must be considered



The establishment of a new mission, vision, and values statement provides a new strategic roadmap.

Ungroup these three principals and realize how each one can contribute to reaching a clear, measurable, acceptable result, for the management, the employees, the stakeholders and the society



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- Missions, Values and Vision

Strategies and goals change and flex with the market. May a company modify mission, vision, or values over time?

Group discussion



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Methodological tool

Multiple choice test

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- Review Question 1
 - Describe the way that Vision, Mission and Values are tied together
- Review Question 2
 - How can management engage employees to communicate business values and commit to the achievement of business goals



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- *The vision should reflect the beliefs and the real desires of the company*
- *The mission or purpose is an accurate description of what the company makes*
- *The values determine the path to be followed by the organization to achieve its mission and vision*



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Well Done!

You have completed this unit



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