

# Understanding Mission and Vision Statements



# Mission statements

- A ***Mission statement*** tells you the fundamental purpose of the organization.
- It concentrates on the present. It defines the customer and the critical processes. It informs you of the desired level of performance.
- Mission statement defines the purpose or broader goal for being in existence or in the business and can remain the same for decades if crafted well

## Vision statements

- A ***Vision statement*** outlines what the organization wants to be. It concentrates on the future. It is a source of inspiration. It provides clear decision-making criteria.
- A Vision statement is more specific in terms of both the future state and the time frame. Vision describes what will be achieved if the organization is successful.

# Vision

## Cont....

- A mission statement can resemble a vision statement in a few companies, but that can be a grave mistake. It can confuse people.
- The vision statement can galvanize the people to achieve defined objectives, even if they are stretch objectives, provided it can be elucidated in SMART (Specific, Measurable, Achievable, Relevant and Time-bound) terms.



## Defining Mission

“essential purpose of the organization, concerning particularly why it is in existence, the nature of the business it is in, and the customers it seeks to serve and satisfy.”

“purpose or reason for the organization’s existence.”

**“mission is an enduring statement of purpose that distinguishes one firm from other similar firm.”**



## Mission

- ❖ Organizations relate their existence to satisfying a particular need of the society. They do it in terms of their mission.


- ❖ **Mission is a statement which defines the role that an organization plays in a society.**

- ❖ It refers to the particular need of that society for instance, its information needs.



## Formulating mission

1. What is the basic purpose of your organization?
2. What is unique about your organization?
3. What is in your company that will make it stand out in a crowd?
4. Who are, and who should be, your principal customers?
5. What are the basic beliefs, values and philosophical priorities of your firm?



The mission statement of an organization is normally short, to the point, and contains the following elements:

- ☐ Provides a concise statement of why the organization exists, and what it is to achieve;
- ☐ States the purpose and identity of the organization;
- ☐ Defines the institution's values and philosophy; and
- ☐ Describes how the organization will serve those



# Which are good Mission Statements?



## Example Mission Statements

1. **Wal-Mart** "To give ordinary folk the chance to buy the same thing as rich people."
2. **Mary Kay Cosmetics** "To give unlimited opportunity to women."
3. **3M** "To solve unsolved problems innovatively"
4. **Google's** mission is "to organize the world's information and make it universally accessible and useful."

# Vision

- Defines the desired or intended future state of a specific organization or enterprise in terms of its fundamental objective and/or strategic direction. Vision is a long term objective.



## Vision Statement

A vision statement answers the question,

***“ What will success look like?”***

The pursuit of this image of success is what motivates people to work together.



## **Benefits of having a vision**

- ❖ Good visions are inspiring and exhilarating.
- ❖ Good vision foster long term thinking.
- ❖ Good vision foster risk-taking and experimentation.
- ❖ Good vision help in the creation of a common identity and a shared sense of purpose.
- ❖ Good visions are competitive, original and unique.
- ❖ Good visions represent integrity, they are truly genuine and can be used for the benefit of people.



## Examples

BSNL Vision Statement

***“To become the largest telecom service provider in Asia.”***

Walt Disney vision Statement

***“Make people happy”***

Stokes Eye Clinic, Florence, South Carolina

***“Our vision is to take care of your vision.”***



A ***Vision statement*** describes what the organization would like to become.

A ***Mission statement*** describes what the organization is now.

“What the company is providing to society?”

# Difference between mission & vision statements

	<b>Mission Statement</b>	<b>Vision Statement</b>
<b>About</b>	A Mission statement talks about HOW you will get to where you want to be. Defines the purpose and primary objectives related to your customer needs and team values.	A Vision statement outlines WHERE you want to be. Communicates both the purpose and values of your business.
<b>Answer</b>	It answers the question, "What do we do? What makes us different?"	It answers the question, "Where do we aim to be?"
<b>Time</b>	A mission statement talks about the present leading to its future.	A vision statement talks about your future.
<b>Function</b>	It lists the broad goals for which the organization is formed. Its prime function is internal; to define the key measure or measures of the organization's success and its prime audience is the leadership, team and stockholders.	It lists where you see yourself some years from now. It inspires you to give your best. It shapes your understanding of why you are working here.
<b>Change</b>	Your mission statement may change, but it should still tie back to your core values, customer needs and vision.	As your organization evolves, you might feel tempted to change your vision. However, mission or vision statements explain your organization's foundation, so change should be kept to a minimum.



Developing a statement

What do we do today? For whom do we do it? What is the benefit? In other words, Why we do what we do? What, For Whom and Why?

Where do we want to be going forward? When do we want to reach that stage? How do we want to do it?

Features of an effective statement

Purpose and values of the organization: Who are the organization's primary "clients" (stakeholders)? What are the responsibilities of the organization towards the clients?

Clarity and lack of ambiguity: Describing a bright future (hope); Memorable and engaging expression; realistic aspirations, achievable; alignment with organizational values and culture



# Exemplary Mission Statements



“To prevent and alleviate human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.”



“The Home Depot is in the home improvement business and our goal is to provide the highest level of service, the broadest selection of products and the most competitive prices.”



“To provide authentic hospitality by making a difference in the lives of the people we touch every day”

# Exemplary Vision Statements



“Making the best possible ice cream, in the nicest possible way”



Our vision is to be earth's most customer-centric company; to build a place where people can come to find and discover anything they might want to buy online.



To provide access to the world's information in one click.

ALZHEIMER'S ASSOCIATION: Our Vision is a world without Alzheimer's disease.

# When its right they fit.



<https://www.marioturco.com/powerpoint-presentations>