

TOPIC- Definition of Mission & Vision Statement

A mission statement can be defined as *the unique character and purpose organisation which identifies the scope of its activities. It summarises the char identity and reason for existence of an organisation'.

A mission statement is an organisation's vision translated into written form it takes Into consideration, the direction and purpose of the organisation. It helps in motivation employees and to give them a sense of organisational priorities.

A mission statement should be short. The main goal of any business is to increase stakeholder value. The most important stakeholders are the ones who own the business employees who work for the business, and clients or customers who purchase products and/or services from the business. Stakeholders include: employees, manage stockholders, board of directors, customers, suppliers, distributors, creditors government (local, state, federal, etc.), unions, competitors, NGO's, and the general public A mission statement takes into consideration the organisation's products, service markets, values and concern for public image, and the need for survival.

Defining a Vision Statement

Vision refers to the category of intentions that are broad, all inclusive and forward thinking. It is the image of its goals that a business must have before it sets out to reach them. It describes aspirations for the future, without specifying the means that will be used to achieve this desired end.

A clear vision provides the foundation for generating a broad mission statement. Many organisations maintain both a vision and a mission statement, but the vision statement should be given priority as it is based on the overall purpose of an organisation. It should also be brief, preferably of one sentence only.

It should also be an inspiring statement of what the organisation intends to become and achieve at some point in the future.