



## UNIT-1

### 1.6 CHARACTERISTICS AND COMPONENTS OF VISION AND MISSION

#### Characteristics of Vision and Mission Statements:

1. Clear and Concise:
  - Vision: Clearly articulates a compelling future state in a concise and easily understandable manner.
  - Mission: Clearly defines the organization's purpose and objectives succinctly.
2. Inspiring and Motivational:
  - Vision: Inspires and motivates stakeholders by portraying an aspirational future that resonates with their values and aspirations.
  - Mission: Motivates employees and stakeholders by clarifying the organization's purpose and the impact it seeks to create.
3. Future-oriented:
  - Vision: Focuses on the long-term future, typically spanning 5 to 10 years or more.
  - Mission: Provides a forward-looking perspective on the organization's purpose and strategic direction.
4. Distinctive and Differentiating:
  - Vision: Differentiates the organization from competitors by highlighting its unique strengths, values, and aspirations.
  - Mission: Communicates the organization's distinctive value proposition and its commitment to meeting customer needs.
5. Aligned with Values and Goals:
  - Vision: Reflects the organization's core values, beliefs, and principles, guiding strategic decisions and actions.
  - Mission: Aligns with the organization's goals and objectives, providing a strategic framework for decision-making.
6. Actionable and Achievable:
  - Vision: Sets ambitious yet achievable goals that stretch the organization beyond its current capabilities and performance.
  - Mission: Defines realistic objectives and priorities that guide day-to-day activities and resource allocation.



### **Components of Vision Statements:**

1. Core Ideology:
  - Defines the organization's core values, beliefs, and principles that serve as the foundation of its identity and culture.
2. Envisioned Future:
  - Describes the desired future state or destination that the organization strives to achieve through its strategic initiatives and actions.

### **Components of Mission Statements:**

1. Target Market:
  - Identifies the specific market segments or customer groups that the organization serves or intends to serve.
2. Value Proposition:
  - Describes the unique value or benefits that the organization offers to its customers, distinguishing it from competitors.
3. Scope of Operations:
  - Defines the range of products, services, and geographic areas in which the organization operates.

### **Relationship between Vision and Mission:**

- **Alignment:** The vision and mission should be aligned to ensure coherence and consistency in the organization's strategic direction and actions.
- **Complementary:** While the vision represents the desired future state, the mission outlines how the organization will achieve that vision by fulfilling its purpose and delivering value to stakeholders.
- **Guiding Principles:** Together, the vision and mission serve as guiding principles that inform strategic decisions, shape organizational culture, and inspire stakeholders to work towards common goals.

Crafting clear and compelling vision and mission statements is essential for establishing a sense of purpose, direction, and alignment within the organization, guiding its strategic priorities and actions towards achieving long-term success and sustainability.