

# Strategic Management Series



**Think !**  
**VISION & MISSION**

**“Empower the Future”**  
**[www.humanikaconsulting.com](http://www.humanikaconsulting.com)**



**Some Fundamental Questions ...**





Is it **regularly defining new ways** of doing business, building new capabilities and setting new standards of customer satisfaction?

Is management  
**aware of the  
threats** posed  
by new rivals?





Do senior executives have **a sense of urgency** about the need to reinvent the current business model?

Is my company  
**pursuing growth**  
and new business  
development?



*So ...*  
**what is Strategic  
Management?**





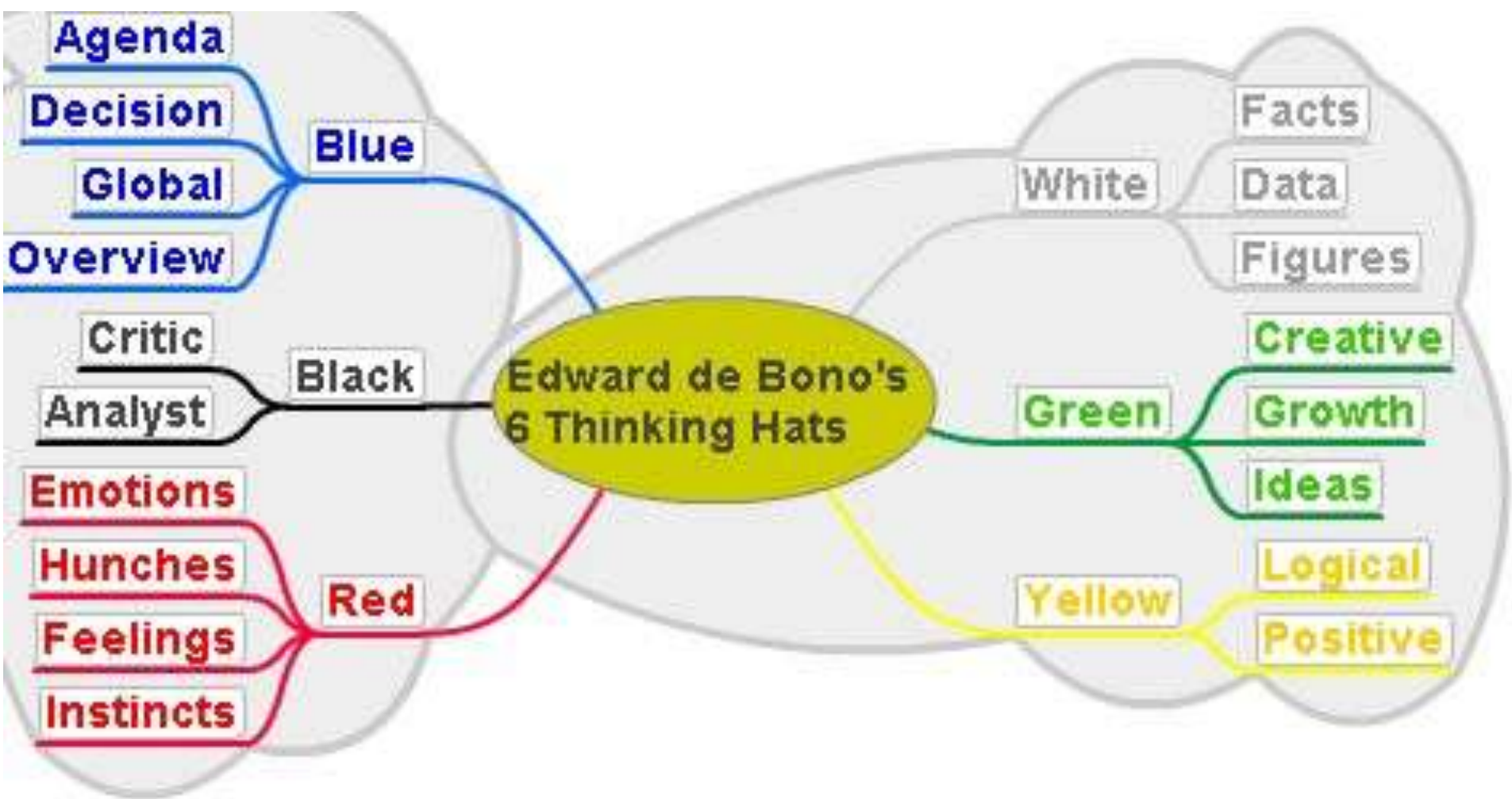
As defined by Hofer and others, it is “ **The process which deals with the fundamental organizational renewal and growth with the development of strategies, structures, and systems necessary to achieve such renewal and growth, and with the organizational systems needed to effectively manage the strategy formulation and implementation processes**”







**Simply put by  
Edward de Bono**



Strategy means putting things in place carefully, and with a great deal of thought. It is the opposite of just waiting for things to happen.

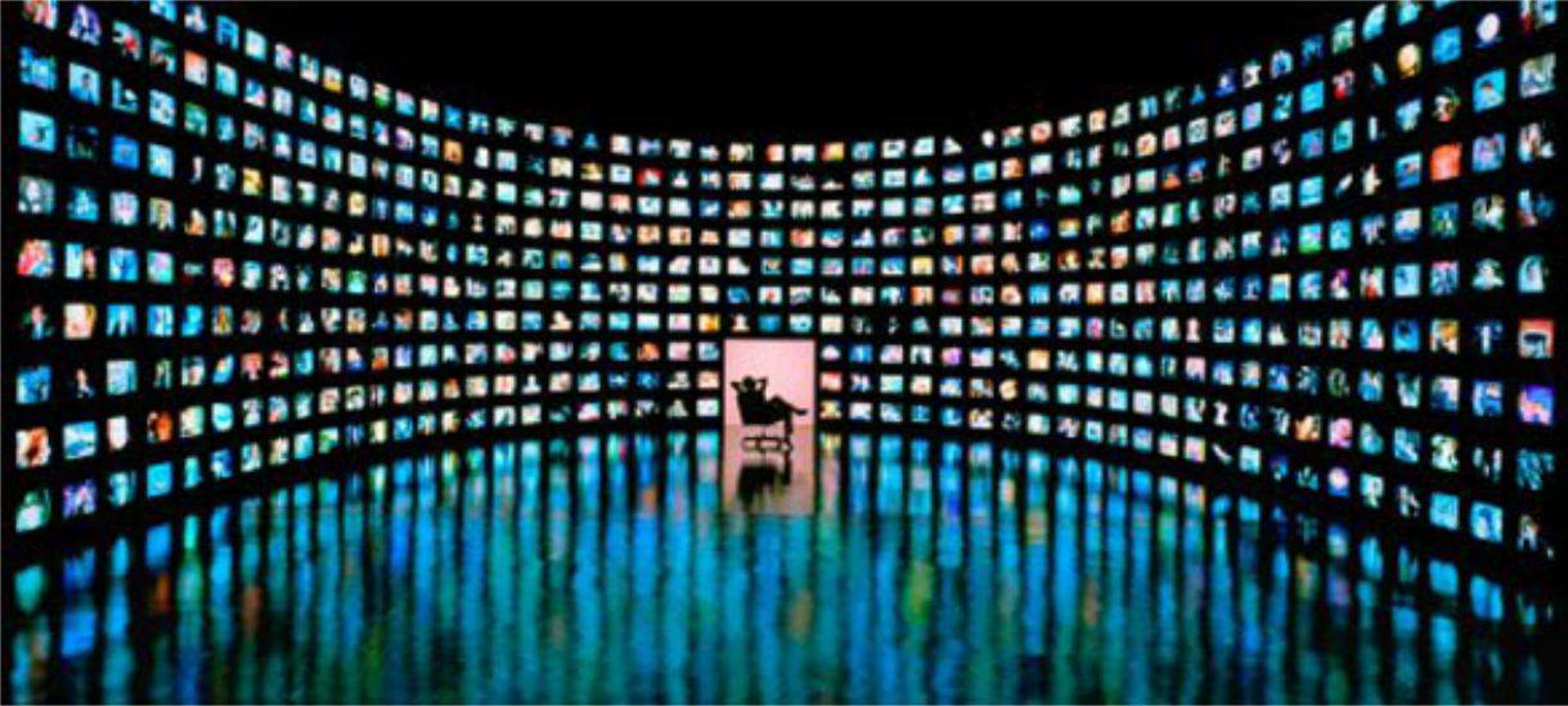


A black and white photograph of a road at night. A large, bright white arrow is painted on the asphalt, pointing directly towards the viewer. The road surface is dark and textured, and the background is mostly in shadow, with a faint light source visible in the distance.

In a changing environment one of the most difficult things in business is to know when to stick to your strategy and when to change it.

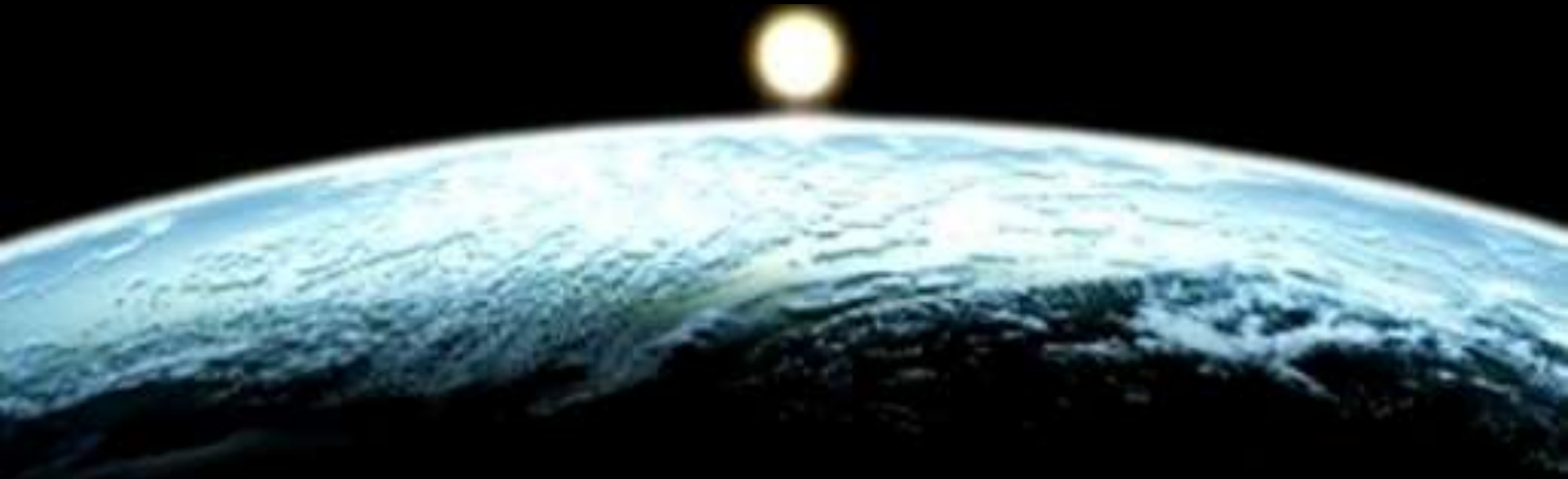
# **Vision & Why We Need ?**





- A vision articulates the position that an organization would like to attain in the distant future.
- Vision therefore is future aspirations that lead to an inspiration to be the best in one's field of activity.





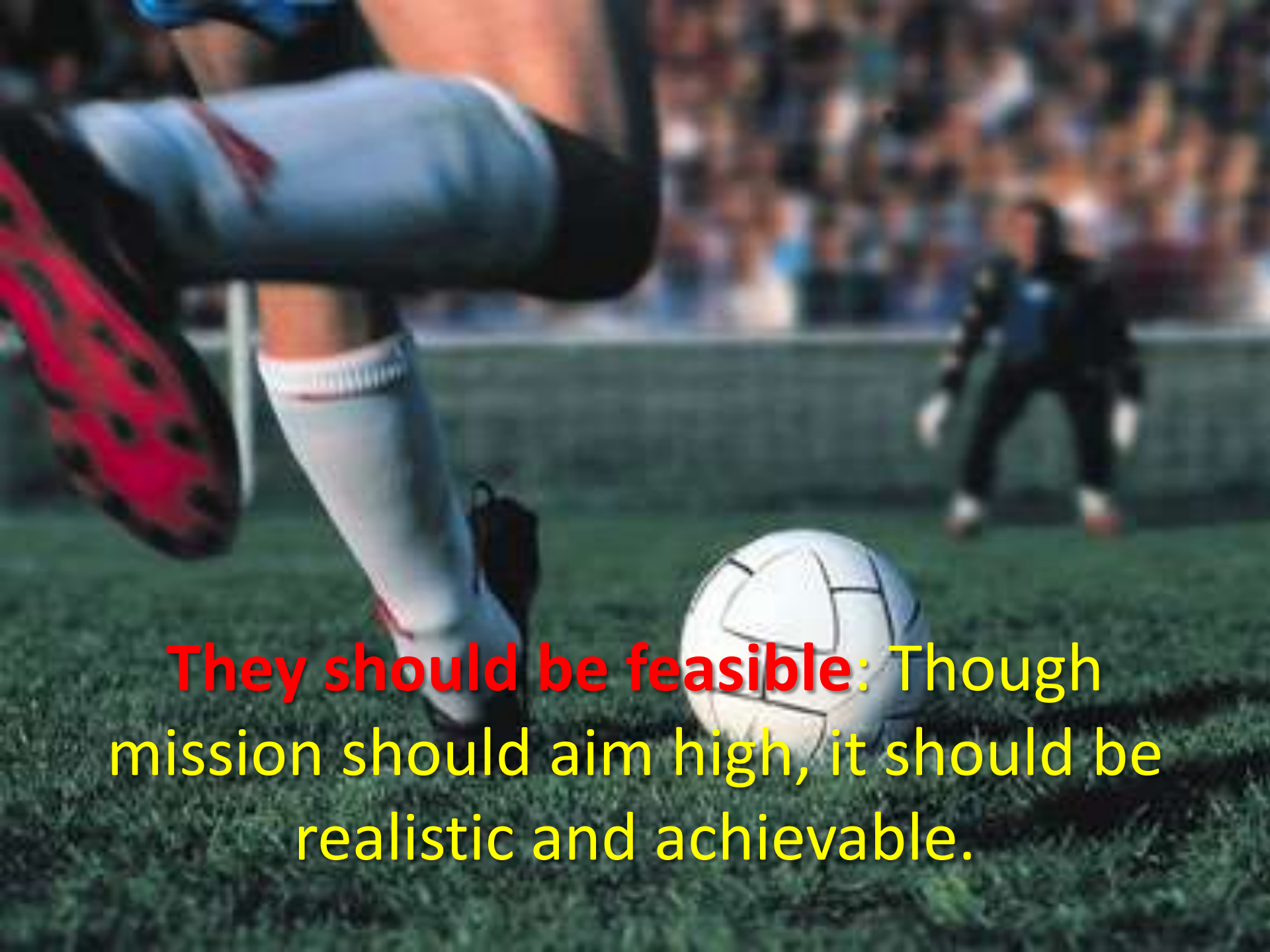
- Good visions are inspiring and exhilarating.
- It creates a common identity and a shared sense of purpose.
- They are competitive, unique and simple.
- Good visions foster risk-taking and experimentation.
- They represent integrity.

# Mission



- Mission is what an organization is and why it exists.
- Mission is defined as **“Essential purpose of the organization, concerning philosophical questions like What is our business, the nature of business it is in, who are our customers it looks to satisfy”**.





**They should be feasible:** Though mission should aim high, it should be realistic and achievable.

**It should be precise:** It should not be very narrow nor should it be too broad.



**It should have clarity:** It should be clear enough to lead to action





**It should be motivating:**  
It should motivate  
employees to achieve its  
mission.

**It should be unique and distinctive:**

A unique because an organization should be seen by market and customers as “different”.







**It should the major strategy components:**

It should indicate the strategy direction for the organization.

If you can't explain it **simply**, you don't understand it well enough.

– Albert Einstein

