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## The importance for an organization to develop a vision and mission, is important for strategic

direction. It helps the employee know the purpose of its existence and core values on which it is governed. It is an integral part of a company's strategy that helps to set priorities, allocate resources, and ensure that everyone is working towards common goals and objectives, thus providing a road-map to the future. However, there is a basic difference between the vision and mission statements.

Mission And Vision- Why Is It Important?



## What is a Mission Statement?

A Mission statement is important for an organization because it defines the business, products or services, and customers, thereby defining the primary objective. It provides detailed information about what the organization does, how it does, and who it does it for. Unlike the vision statement, it is short-term in nature.

"According to Stephen Covey if you don't set your goals based upon your Mission Statement, you

may be climbing the ladder of success only to realize, when you get to the top, you are on the wrong building" What is a Vision Statement? Where in, the Vision statement focuses on its goals and aspirations, which describes how the

future will look if the organization achieves its mission. They are also timeless, even if the business changes its strategy, the vision will often stay the same. A realistic, credible, and attractive vision statement attracts commitment and energizes its people. In addition, a well thought out vision statement bridges the present with the future while

establishing a standard for excellence. It also communicates the purpose of the organization to the employees and other stakeholders and provides them with the inspiration to achieve that purpose.



#### • The vision and mission statements define the purpose of the organization and instill a sense of

- Both the mission and vision statement play an important role in the organization:
- belonging and identity to the employees. This motivates them to work harder in order to achieve success. It gives the right mindset to grow business. • The mission statement provides the direction that is to be followed by the organization while the vision statement provides the goal (or the destination) to be reached by following the
- direction. • It helps to properly align the resources of an organization towards achieving a successful future.
- The mission statement provides the organization with a clear and effective guide for making decisions, while the vision statement ensures that all the decisions made are properly aligned with what the organization hopes to achieve • The vision and mission statements provide a focal point that helps to align everyone with the
- organization, thus ensuring that everyone is working towards a single purpose. This helps to increase efficiency and productivity in the organization. In conclusion, we can only say that vision and mission statements are very essential for
- companies. Without vision and mission statement companies do not have the goals and if there is no goal, how can companies survive? A Vision and mission statement is a born of every planning and strategy of the companies and

they can best be described as a compass and destination of the organization respectively.

However, we can say that vision and mission statements are the base of organizations as not

doing so would be like going on a journey without knowing the direction you are to follow or the destination. Creating a vision and mission statement for your organization

core elements that drive an organization to the height it aims at reaching. Creating correct

statements for your business that suits your trade and work area should be on top priority.

Though it takes a lot of brainstorming sessions to draft a vision and mission statement, if

A company's success, a lot of it, depends on its vision and mission statements. They have certain

#### Know the purpose of your organization Before drafting the vision and mission statements, you should be completely aware of the

followed these steps, creating them is easier.

purpose of your organization. An organization's purpose is solely based on its core values and a philosophy that dictates it. Note your values, beliefs, and purpose is set. **Note your strengths** 

#### • Take your employees perspective on your company

Consider improvement opportunities from time to time

To become successful you must know your strengths. To discover your strengths,

Sometimes explore beyond your horizons

organization. You can set your next targets accordingly.

- Identify factors that influence your business By knowing your strengths, you can improve even better and get a better vision for your
- Project a five-year plan Now, you know your company's purpose and strengths. Setting up goals becomes easy for you. You can now write your vision and mission statement based on the analysis of these. To have a

proper vision and mission statement, you should be specific, measurable, attainable, relevant,

and timebound. Determine your five-year plans such as business expansion or startup ideas

based on this information.

**Draft your statements** Your vision and mission statements are for everyone who is associated with your organization in one way or another. It should be concise, simple, and should be easily memorized.

#### The core elements while drafting an effective vision and mission statement are:

Clarity Being Specific

- Should be attainable
- Unique • Should Inspire people within and outside the organization.
- \*Note: The content published above was made in collaboration with our members.

Sources/References:

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## About the author:

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and none worked. I found this page some days ago but didn't take it seriously. because I saw different comments and I got confused and I don't know who is real or not. So I summon the courage to contact a Wizard here his name Wizard Brixton I send an email to him on WIZARDBRIXTON AT GMAIL DOT COM for help and they came through. I now have access to my husband's iPhone and I found sufficient proof that he is seeing different women. Kindly reach out to him right now for a good job Email: WIZARDBRIXTON AT GMAIL DOT COM Number: (+) 1807234 0428 2022-06-24 13:37:56 JANE FINCH If you have a job for a professional hacker, CYBERHACKSERVICES inc. is the real deal. He even offers a

call records, messages, real time location tracking, access to all of the target's social media apps, gallery and emails. I was even able to retrieve deleted conversations on devices as far as 5 years old messages. No one suspected a thing; there was actually nothing to suspect. The hack was carried out perfectly by him without leaving any traces or damaging anything - making it totally unnoticeable and secure. Pure genius I must say - had to make him my personal hacker. He'll help me boost my CREDIT SCORE this week and reconcile my bad credit. HE can do almost anything I suggest you should contact him if you ever need to get in touch with a professional hacker and get your jobs done now. Here is his direct email: CYBERHACKSERVICES@gmail.com 2022-06-27 16:20:42

2022-06-29 22:01:36

**Leah Gerics** 

2022-07-03 01:18:19

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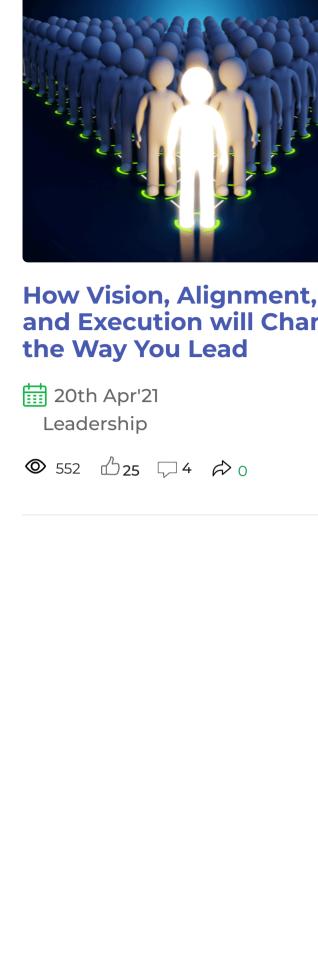


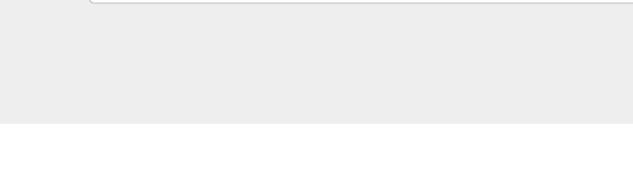


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How Vision, Alignment,





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**Anderson Floresti** Great article

before and have no job. I saw so many testimony about how Dark Web Cyber hackers send them the atm blank card and use it to collect money in any atm machine and become rich.( darkwebcyberhackers@gmail.com ) I email them also and they sent me the blank atm card. I have use it to get 250,000 dollars. withdraw the maximum of 5,000 USD daily. Dark Web is giving out the card just to help the poor. Hack and take money directly from any atm machine vault with the use of atm programmed card which runs in automatic mode. You can also contact them for the service below \* Western Union Transfer Hack \* Bank Transfer Hack \* PayPal / Skrill Transfer Hack \* Crypto Mining Hack \* CashApp Transfer Hack Email: darkwebcyberhackers@gmail.com OR darkwebcyberhackers@yahoo.com Text & Call or WhatsApp: +18033921735 Visit: https://darkwebcycberhackers.com/

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expert (wizarderrick@gmail.com) I was a victim of fake people posing as binary options and bitcoin investors, I lost a sum of \$4,000 and 2BTC from my bitcoin wallet to these fakes. It took a while before I realized they were scams and this really hurt .Then an in-law of mine heard about it and recommended to me a specialist with the address - (wizarderrick@gmail.com) He helped me recover my lost bitcoins in less than 72hrs and the fakes were caught and made to pay for what they did to me .if you have lost any amount to online scams and you're seeking to recover LOST FUNDS from wallet hackers, fake hackers, online dating scams, BTC wallet hack, recovery of lost funds from fake

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**TIFFANY MURRAY** I believe this information will be very useful to someone out there because someone might still be in the same situation as me. I have been looking for a way to spy on my husband's phone for quite some time but sadly most of the information available has not been useful. Tried some apps and software

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