



University of
South Australia

UniSA MS Group at FII – Mission, Vision and Values

5th May 2017

Summary

- **PURPOSE:**
 - As a group, to define objectives, standards and expectations that anyone who works in the group (staff, students, visiting collaborators etc.) adheres to
 - This is the first interactive meeting to define expectations and align processes (GLP, GSP, work behaviour, alignment with University and Future Industries Institute [FII] expectations) for the MS group here at FII
- **Outline of today's presentation:**
 - Structure for 2017
 - Mission Statement
 - Vision Statement
 - Core values



Future Industries Institute (FII)

- **UniSA's largest investment in research**
 - > 200 research staff and students
 - > \$70M research infrastructure
- **The mission of FII is the creation of new industries through discovery and collaboration:**
- ***“to transform the industries of today by supporting them to embrace the disruptive technologies that will create the industries of the future”***



MS group at FI: Core principles



Hedgehog Concept:

- simple, crystalline concept that flows from deep understanding about the intersection of the following three circles
- It is an understanding of what you can be the best at
- **Greek Poet Archilochus:** "a fox knows many things, but a hedgehog one important thing"

Every company—no matter the size, industry, product, or audience—has the ability to become a hedgehog among foxes. The key is focus.

JIM COLLINS: Good to Great:

<http://www.jimcollins.com/books.html>

MS at FI: Mission Statement: What and Who?

- Definition: “A mission statement is a short statement of an organization's purpose, identifying the scope of its operations: what kind of product or service it provides, its primary customers or market, and its geographical region of operation.”



"**Apple** designs Macs, the best personal computers in the world, along with OS X, iLife, iWork and professional software. **Apple** leads the digital music revolution with its iPods and iTunes online store.

"Google's mission is to organize the world's information and make it universally accessible and useful."



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"UniSA educates professionals and citizens to the highest standards; creates and disseminates knowledge; and engages with our communities to address the major issues of our time."



BRING INSPIRATION AND
INNOVATION TO EVERY
ATHLETE* IN THE WORLD

*IF YOU HAVE A BODY, YOU ARE AN
ATHLETE.



MS at FI: Vision Statement: Why and how?

- **Definition:** “A mission **statement** is intended to clarify the 'what' and 'who' of a company, while a **vision statement** adds the 'why' and 'how' as well. As a company grows, its objectives and goals may change. Therefore, **vision statements** should be revised as needed to reflect the changing business culture as goals are met.”



“to provide access to the world’s information in one click.”

“We believe that we are on the face of the earth to make great products and that’s not changing. We are constantly focusing on innovating. We believe in the simple not the complex. We believe that we need to own and control the primary technologies behind the products that we make, and participate only in markets where we can make a significant contribution. We believe in saying no to thousands of projects, so that we can really focus on the few that are truly important and meaningful to us. We believe in deep collaboration and cross-pollination of our groups, which allow us to innovate in a way that others cannot. And frankly, we don’t settle for anything less than excellence in every group in the company, and we have the self-honesty to admit when we’re wrong and the courage to change. And I think regardless of who is in what job those values are so embedded in this company that Apple will do extremely well.”



University of
South Australia

“UniSA will be a leading contributor to Australia having the best higher education system in the world, supporting the world’s best educated and most innovative, cohesive and sustainable society.”



“to help NIKE, Inc. and our consumers thrive in a sustainable economy where people, profit and planet are in balance.”



UniSA Values?

- **UniSA defines values that every affiliated employee should aspire to achieve:**

- 1. *Scholarship***

- UniSA promotes and sustains open intellectual enquiry characterised by high standards of ethics and integrity. academic rigour, excellence and relevance underpin our actions in research and its application, in teaching and learning and in engagement with our communities.

- 2. *Engagement***

- UniSA's teaching and research connect strongly with the issues of our local, national and international stakeholders—students, alumni, staff, partners, professions, government, industry, academic peers and community groups.

- 3. *Social Justice***

- UniSA gives effect to reconciliation with indigenous Australians and builds social cohesion by achieving equitable educational access and outcomes across our diverse student community, through research that aims to improve the quality of life and by acting responsibly as a corporate citizen.

- 4. *Sustainability***

- UniSA contributes to environmentally, economically, socially and culturally sustainable development, and we work on reducing our own environmental impact.

- 5. *Innovation***

- UniSA anticipates change and acts quickly to seize opportunities and solve problems.

- 6. *Openness***

- UniSA is outward looking, welcoming diversity and the wide range of perspectives it brings, international in outlook, collaborative, creative, agile and enterprising.



UniSA Core Attributes?

- http://w3.unisa.edu.au/staffdev/resources/core_attributes.asp

To exemplify the essence and culture of an enterprise workforce, we aspire that each of our staff will:

- Be trusted, authentic and self-aware
- Take the initiative and deliver results
- Provide solutions
- Communicate with impact
- Lead and work well with others.





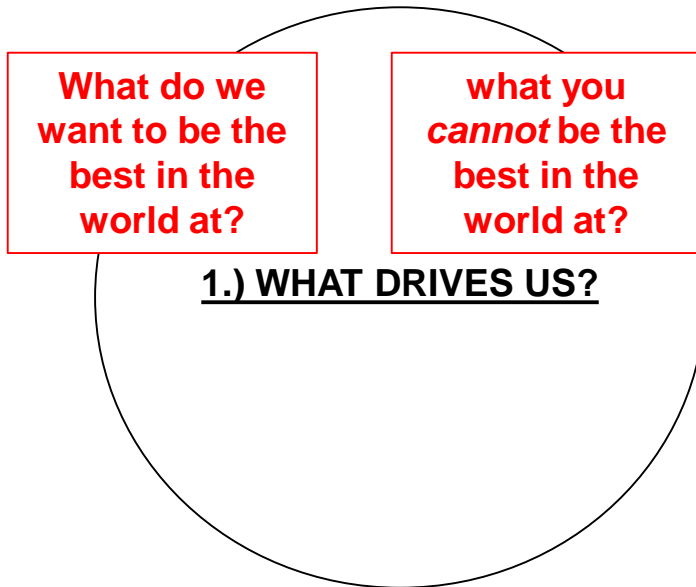
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Interactive Session!!

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Mark Condina, 5th May 2017

MS group at FI: Core principles



- Being able to link/bridge different paradigms/languages/fields/disciplines/contexts
- We should be the best at addressing the challenges at our time for MS
- The role model/leaders/pioneers in rigorous reporting and interpretation of experimental analyses/workflows/processes
 - Influencing other groups to aspire to do the same
 - Defining practical implementation
- A constant refinement of this principle
- Providing platform/structure/ to ensure any person coming into the lab/group will be taught to get “up-to-standard”
- Willingness to learn
- Willingness to teach
- A culture that rewards challenge (e.g. recognising problems/errors/improvements etc.)
- **A drive to take our current weaknesses and make them our strengths**



MS group at FII: Core principles

- STRENGTHS:
 - Enthusiasm
 - MS Imaging
- Weaknesses:

**2.) UNIQUE
STRENGTHS?**

**What are our
weaknesses?**



MS at FII: Mission Statement: What and Who?

- Definition: “A mission statement is a short statement of an organization's purpose, identifying the scope of its operations: what kind of product or service it provides, its primary customers or market, and its geographical region of operation.”
- MS at FII Mission:



MS at FII: Vision Statement: Why and how?

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- **MS at Fii Vision:**



MS at FII: Core Values/Attributes?

- MS group at FII Values should align with the University's as best as possible but cover all important aspects of our day-to-day operations:

1. **Scholarship**
 - XXX.
2. **Engagement**
 - XXX.
3. **Social Justice**
 - XXX.
4. **Sustainability**
 - XXX.
5. **Innovation**
 - XXX.
6. **Openness**
 - XXX.



