Click or tap here to enter your name.

**Case Study 2**

You work for one of the companies listed in the Fortune 500 or ASX. The management of the company has decided that it is time to review and update the current vision statement, mission statement and core values. Your group will be involved in analysing the company’s current situation and then rewriting the vision statement, mission statement and core values to better support future growth.

**Company Name:**

Click or tap here to enter text.

**Current Vision Statement:**

Click or tap here to enter text.

**Current Mission Statement:**

Click or tap here to enter text.

**Core Values:**

Click or tap here to enter text.

***Tip:***

*You may struggle when trying to find a clear distinction between their chosen company’s vision and mission statement. Although it is not ideal, vision statements and mission statements can often sound quite synonymous, and it can often be difficult to distinguish between the two. Some companies may have only one statement that represents both their vision and mission. Other times, companies may have a combination of missions. Different variations are often found.*

*Well written vision and mission statements should be separately and clearly defined with a distinct function, i.e., the vision describing “what” the company strives to be and the mission “how” the company intends to achieve the vision.*

*If the vision and mission statement of a group’s chosen company is unclear, write what exists for now, as rewriting clearer and better statements are the objectives of this activity.*

**SWOT**

Create a SWOT analysis that clearly summarises the company’s current situation and its potential areas for growth and development. Afterwards, highlight any areas that would be important to consider when rewriting the company’s vision, mission and values.

Diagram

Description automatically generated

**S - What is the company doing really well with? What are positive aspects of the image and brand?**

Click or tap here to enter text.

**W - Where is the company struggling at the moment? What aspects or features in the product or service are they lacking?**

Click or tap here to enter text.

**O - What current news, legislation, doors of opportunity could this company take advantage of in the upcoming future?**

Click or tap here to enter text.

**T – Who are the emerging competitors? Is there a changing regulatory environment?**

Click or tap here to enter text.

**Re-Write**

Consider the sections of the SWOT analysis you highlighted as being important for future growth and incorporate the tips from the previous page. The examples in the module will also help guide you. You are now ready to **write a new vision statement for you company**.

New Vision Statement:

Click or tap here to enter text.

Before **writing your company’s mission statement**, review the SWOT analysis, vision statement, and answers to the questions in the TAP The answers will help align your thinking towards writing an effective mission statement.

New Mission Statement:

Click or tap here to enter text.

**Values**

Write down seven to eight of your own personal values in the space below. These are values that are significant and meaningful to you personally, not necessarily having anything to do with the company’s values at this stage. Each value should be one word or at most a short phrase (but ideally one word).

Click or tap here to enter text.

Click or tap here to enter text.

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Click or tap here to enter text.

Click or tap here to enter text.

Now, review your SWOT analysis. Think about how these values could guide your business in planning and decision making while on your mission to achieve your vision.

Choose only four to five core values that take precedence and are sufficient in capturing what drives a company through describing what is most important. Prioritise them in the space below. This will support your future growth and decision-making.

1. Click or tap here to enter text.

2. Click or tap here to enter text.

3. Click or tap here to enter text.

4. Click or tap here to enter text.

5. Click or tap here to enter text.