

Lecture- 5

Mission Vision and Career

Understanding Mission & Vision

MISSION

A mission defines
your purpose

VISION

A vision extends your
mission to an ideal
future state

- A mission statement is a concise explanation of the organization's reason for existence. It describes the organization's purpose and its overall intention
- The mission statement supports the vision and serves to communicate purpose and direction to employees, customers, vendors and other stakeholders

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- A vision statement looks forward and creates a mental image of the ideal state that the organization wishes to achieve. It is inspirational and aspirational and should challenge employees
- Questions to consider when drafting vision statements might include
 - What problem are we seeking to solve?
 - Where are we headed?
 - If we achieved all strategic goals, what would we look like 10 years from now?

VISION, MISSION AND VALUES



Vision

- To decouple business growth and ecological footprint from its operations to address the environment bottom-line
- to grow sustainably and help our customers achieve sustainable growth through our green solutions and service offerings"

Mission

- To help customers achieve their business objectives by providing innovative, best-in-class consulting, IT solutions and services.

Values

- Integrity, leading change, excellence, respect for the individual, and fostering an environment of learning and sharing.

Career



- Simply known as an occupation undertaken for a significant period of a person's life and with opportunities for progress.
- It defines your professional personality
- It talks about what you have achieved professionally
- A successful career needs thorough planning
- **The planning it starts TODAY!**

Must Read

<https://www.indeed.com/career-advice/resumes-cover-letters/write-mission-statement#:~:text=Personal%20mission%20statements%20are%20brief,help%20you%20reach%20your%20goals>