

A number of negative consequences can emerge when there is a conflict between vision, mission, or values and strategy, for example, confusion among people, loss of belief and credibility from stakeholders, a reduction in incentive and commitment, or failure to fulfill objectives.

For instance, Enron is a famous case that was reported in Times. It is the perfect example of contradictory values vs methods. The approach of the company did not align with the vision, challenge, or values. Ethical behavior, integrity, and trust were emphasized in the company's visions and project statements, but its method focused on maximizing profits at any cost, leading to unethical practices, accounting fraud as well as the eventual crumble of the corporation. (Constable S., 2021)

Leaders can take a number of steps to make sure that the implemented methods and strategies are well-suited and compatible with their visions, task, and values by involving all interested parties and stakeholders in its development. Secondly, in order to ensure that the strategy is aligned with the vision, mission, and values, there should be regular reviews and evaluations with effective and efficient monitoring.

References:

Constable, S. (2021, Dec 02). How the Enron Scandal Changed American Business Forever. *Time*.
<https://time.com/6125253/enron-scandal-changed-american-business-forever/>

Carpenter, M., Bauer, T., & Erdogan, B. (2010). *Management principles*, v. 1.1. <https://2012books.lardbucket.org/books/management-principles-v1.1/index.html>