

Learning Guide Unit 3

Reading Assignment

As you go through the readings and watch the video, consider the following:

- What are the roles of the vision and mission statements, and values in the POLC managerial framework?
- How to develop effective vision and mission statements?
- What are the roles of strategies in achieving the vision and mission?
- What is the significance of the SWOT Analysis in developing strategies?
- What are the features of the Strategy Diamond?

Read:

1. LibreTexts. (2024). *Principles of Management*. Open Education Resource LibreTexts Project. Licensed under [CC BY-NC-SA 3.0](https://creativecommons.org/licenses/by-nc-sa/3.0/). https://biz.libretexts.org/Bookshelves/Management/Principles_of_Management

- **Read [Chapter 4: Developing Vision, Mission, and Values](#)**

This chapter discusses the roles of vision, mission, and values in the P-O-L-C managerial framework, and the significance of vision, mission, and values in organizational and individual growth and development.

- **Read [Chapter 5: Strategizing](#)**

This chapter discusses the emergence of strategies and their importance in the P-O-L-C managerial framework. The chapter focuses on the internal and external analysis to develop strategies, and the role of the Strategy Diamond to prepare personal strategies.

Watch:

1. Haywood. (2023, March 2). *What is a SWOT analysis?* [Video]. YouTube.

This video offers a brief overview of the SWOT analysis.



2. The Business Professor. (2023, October 27). *Strategy Diamond* [Video]. YouTube.

This video explains the Strategy Diamond and the four facets in it.

Strategy Diamond

