

Learning Guide Unit 3

Overview

UNIT 3: Mission, Vision, and Strategy

Topics

- Roles of mission, vision, and values in the POLC framework
- Crafting mission and vision statements
- Emergence of strategies
- SWOT Analysis to develop strategies
- The Strategy Diamond

Learning Objectives

By the end of this unit, you will be able to:

1. Discuss personal mission and vision statements
2. Describe the role of ethics and values in crafting vision, mission, and strategies
3. Explain internal and external analysis using the SWOT matrix
4. Demonstrate a Strategy Diamond