

Final Project

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Lecture 2

Vision & Mission



PMG 697- MPM – FALL 2021



جامعة الجميع الذكية
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- Happy New Semester! Best wishes to all our students, faculty, and staff on a great semester!

Mission & Vision Statements

- **A Mission Statement** defines the company's business, its objectives and its approach to reach those objectives.
- **A Vision Statement** describes the desired future position of the company.
- Elements of Mission and Vision Statements are often combined to provide a statement of the company's purposes, goals and values.

What is Mission Statement?

- **A Mission Statement** is a role or purpose by which an organization intends to serve its stakeholders.
- It describes what the organization does (current capabilities), who it to serve (stakeholders) and what makes the organization unique (justification for existence).
- Mission statement is simply an organization's reason for existing.

Mission Statement

For developing mission of any project, the follow two questions' answers should be written:

1. What are we going to do?
2. How are we going to do it?

Example of mission statement

Farm Fresh Company:

To become the number one product store in main street by selling the highest quality, fresh farm product, from farm to customer in under 24 hours on 75% of our rang and with 89% customer satisfaction>

What is a Vision statement?

- **A Vision Statement** identifies where the organization intends to be in the future or where it should be to best meet the needs of stakeholders.
- **It is a business's guiding image of success**
- “Destiny is not a matter of chance, but of choice. Not something to wish for , but to attain.

What is a Vision statement?

- A good Vision Statement will help when there are no clear answers, or for critical decisions that will impact your products or service. Control your destiny or someone else will.

Vision Statement

- What makes a good Vision Statement?
- It would be short, simple and powerful.
- A Vision is meant to inspire, has an emotional impact.
- It must give a clear direction or mental image to anyone that reads it.
- Provide a sense of belonging to the stakeholders.

Vision Statement Example

- **McDonald's corporate vision** “to move with velocity to drive profitable growth and become an even better McDonald's serving more customers delicious food each day around the world.”.

Objectives

- After developing **mission statement** , **objectives** are required to define. Objectives are much specific than mission statement.
- For example- I want to finish my assignment by 10 o'clock this morning. **That indicates to perform several tasks.**

Objectives

- Objectives must be evaluated by **SMARTER** tool:
 - Specific
 - Measurable
 - Attainable
 - Realistic
 - Timeframe
- **Extending**
 - **Rewarding**

Goal

What is goal?

- Goal is a target to achieve within a specific time.
- Without a goal or aim you can't lead your life with the feeling of satisfaction
- Goal can be one or more objectives that needs to be achieved in specific time.
- Goals help choosing a specific task from various options.

Leading KPIs

- **Leading KPIs** measure performance before the business or process result starts to follow a particular pattern or trend. Leading KPIs are used to predict changes or trends, as well as forward looking and help to manage the performance of a system or process.

Lagging KPIs

- Lagging KPIs measure performance after the business or process follow a pattern or trend and is used to confirm long-term trends. Lagging indicators are used to determine how well a process or system was managed.