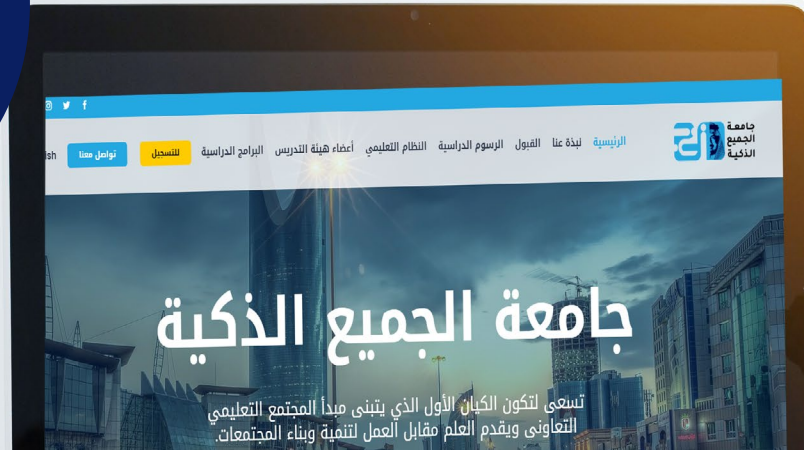




Project Vision, Mission, Values, Goals & Objectives

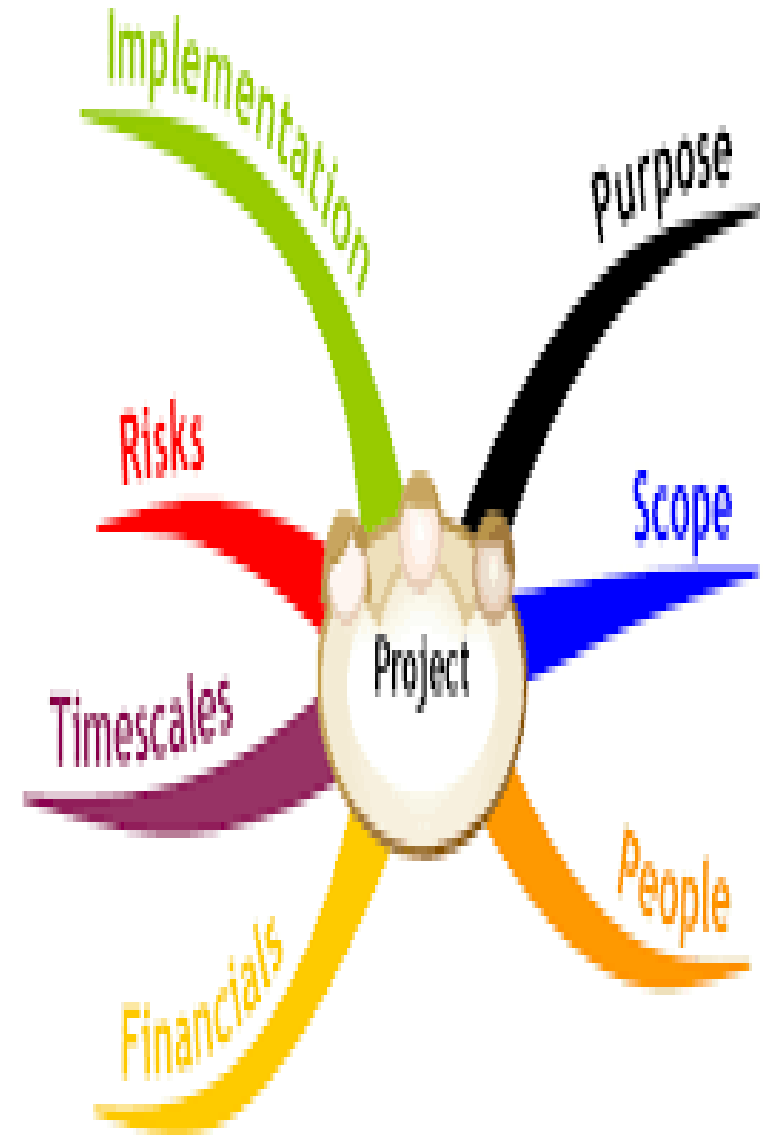
Lecture 2



In the previous lessons...

A Project:

- A Project is a series of tasks that need to be completed to reach a specific outcome.
- **A Project** can also be defined as a set of inputs and outputs required to achieve a particular goal.
- **A Project** is defined as a specific, finite activity that produces an observable and measurable result under certain preset requirements.



In the previous lessons...

A Planning:

- **Planning** is the process of thinking regarding the activities required to achieve a desired goal,
- **Planning** is based on foresight, the fundamental capacity for **mental time travel**.
- **Planning** is a fundamental property of intelligent behavior. It involves the use of logic and imagination to visualise not only a desired end result, but the steps necessary to achieve that result.

WHAT IS PLANNING?



Chapter objectives



- Establish **the Project Vision** and **the Project Mission**.
- Identify the **Project Core Values**
- Establish **the Project Goals** and **the Project Objectives**.
- Learn the main differences between these elements.
- Compare two popular goal-setting methodologies: **SMART Goals** and **CLEAR Goals**



Syllabus

A- Project Vision

B- Project Mission

C- Project Core Values

D- Project Goals

E- Project Objectives

Part I:

Project Vision

Project Mission

&

Project Core Values

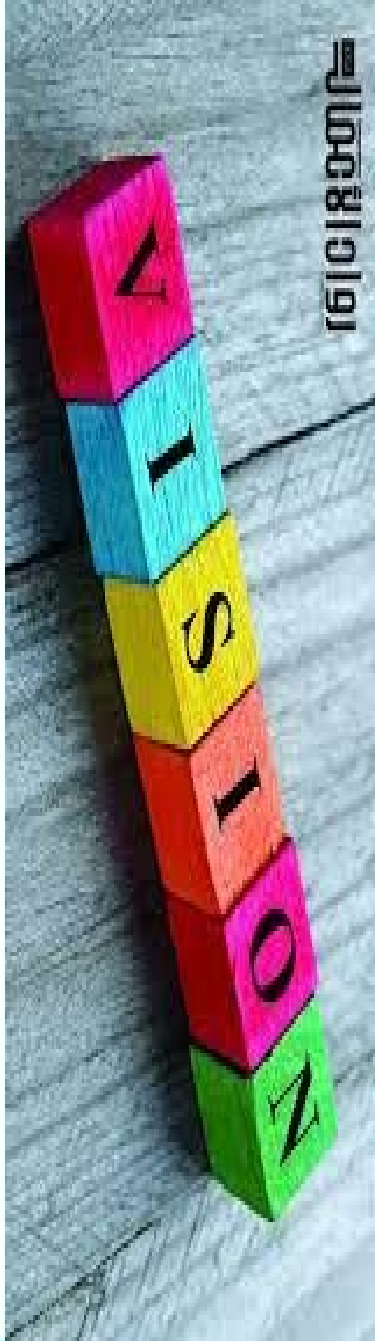


A- Project Vision

A-1- Definition

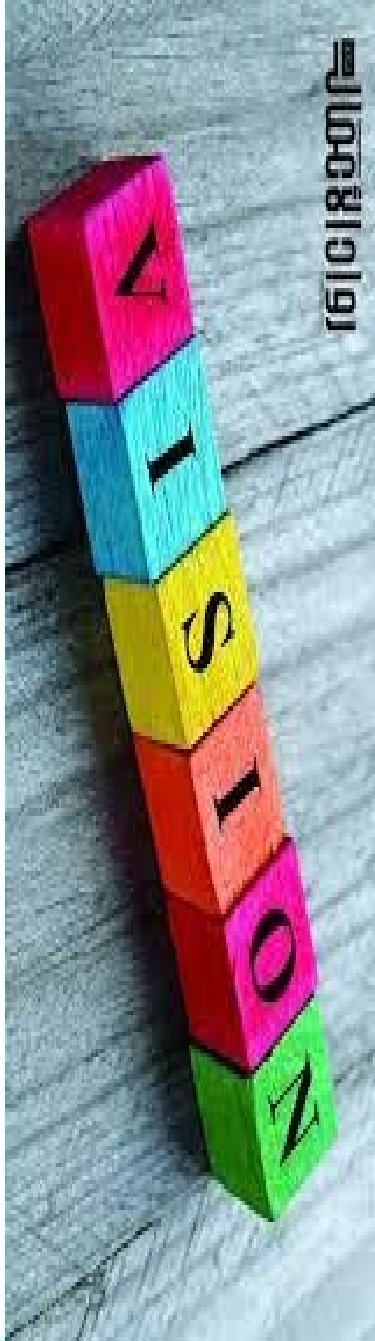
- The **Project Vision** is the first thing that is thought, and the last thing we want to reach, is like thinking about the ideal future for this or that project,
- But it is not just a perfect dream, but at the same time it is the compass and the beacon that lights the way for us from our present location to that point that we consider the *ideal future*.

“A project vision answers why, the essential starting point for inspiring action.” – Robert B. Sowby PMTimes



A- Project Vision

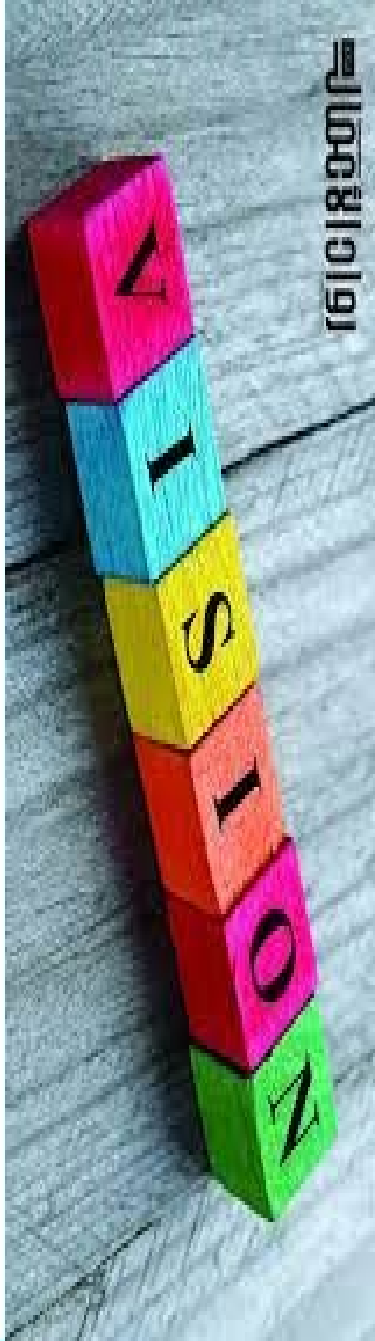
- A clear **Project Vision** is key for any project success.
- It gives direction, sets goals and can even solve problems before they arise.
- While most companies have a good understanding of who they are and where they are going, when the time comes to write it all down issues appear.
- To make sure this does not happen to you, here is what you need to know about project vision statements.



A- Project Vision

A-2- Vision Statements

- **A vision statement** is the main tool to give knowledge on where the project should be going and thus should not be underestimated. It helps your team members make the right decisions.
- It motivates to complete tasks that are necessary for the end goal.
- And it inspires new action or solutions to achieve the desired result.



A- Project Vision

- Once you have defined and understood the Project Vision, it is time to write your Project Vision Statement.
- What words, language, and phrasing will they respond best to? Consider these following points to make sure you come up with something that inspires action.

Make it **concise and easy to understand.**

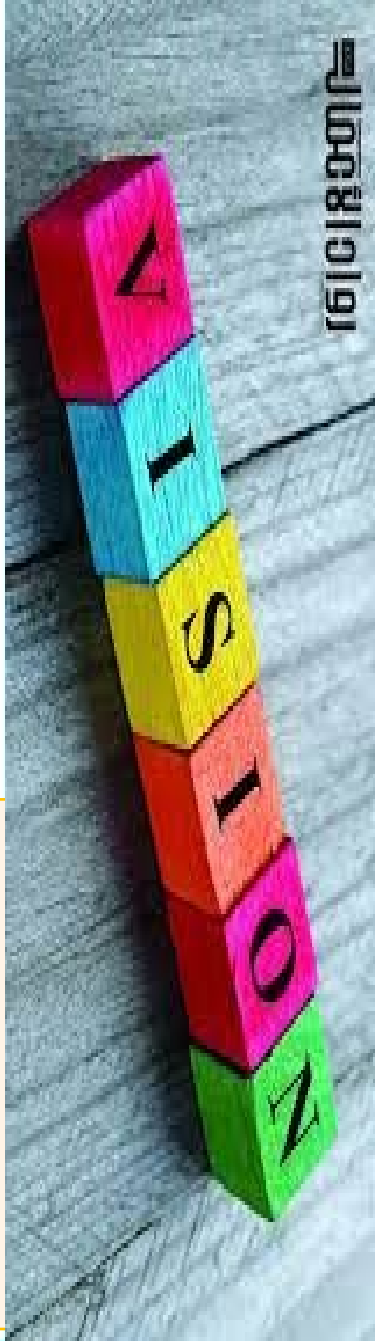
Specify, but do not limit.

Look into the future.

Make it **inspirational and challenging.**

Don't be too specific.

Write about who you are



A- Project Vision

Project Vision Statements Examples

IKEA <i>"To become the world's most trusted company."</i>	McDonald's <i>"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."</i>	Disneyland <i>"<u>to</u> be one of the world's leading producers and providers of entertainment and information.""</i>
GOOGLE <i>"To provide access to the world's information in one click"</i>	UNICEF <i>"To create a world where the rights of every child are realized."</i>	Nike <i>"We see a world where everybody is an athlete"</i>

B- Project Mission

B-1- Definition

- A **Mission** is not simply a description of an project by an external party, but an expression, made by its stakeholders, of their desires and intent for the project.
- A **Mission** defines how we will reach the Project's Objectives
- It helps to identify the fundamental purpose and the identity of a company .

B- Project Mission

I-2- Mission Statement

- A **Mission Statement** tells you the fundamental purpose of the Project.
- It concentrates on the present. It defines the customer and the critical processes.
- It informs you of the desired level of performance.
- The mission statement is changeable and mutable according to the requirements.
- It indicates purpose and value of the Project.

B- Project Mission

- Without being too repetitive, remember that your mission and vision statements shouldn't be carbon copies of each other.

Your vision is your ideal future while your mission is your purpose and plan that you will act on every day.

- A good mission statement has these qualities:
 - *A clear purpose
 - *Concise and **specific**
 - *Achievable
 - *Inspirational (but not to the degree of a vision statement)
 - *Unique to the industry and competitors (highlights differentiators)

B- Project Mission

Mission Statement

IKEA

"To be offering a wide range of well designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them."

McDonald's

"To be our customers' favorite place and way to eat and drink."

Disneyland

"To entertain, inform and inspire people around the globe through the power of unparalleled storytelling, reflecting the iconic brands, creative minds and innovative technologies that make ours the world's premier entertainment company."

GOOGLE

"To organize the world's information and make it universally accessible and useful."

UNICEF

"Promotes the rights and wellbeing of every child, in everything we do."

Nike

"To bring inspiration and innovation to every athlete* in the world. [*If you have a body, you are an athlete.]"

B- Project Mission

	Vision	Mission
Description	A mental image of future events and how the mission is going to affect positively while completing the goals.	A short statement describing why something exists and what are its goals
Time Lapse	Vision is linked to the success of a project for a long term.	Mission goals are usually short termed on the present day and aimed to still be standing within short term.
Goals	Goals are long lived and have long lasting effects.	Goals of Mission are present on the daily basis
Change	Vision is the foreseeing of the events in future and there is a minimum change in it.	Mission statement can be changed according to the requirements
Question	Vision answers the questions <i>"Where do we aim to be"</i> .	Mission answers the question <i>"What do we do?"</i>



C- Project Core Values

C-1- Definition

- A **Project's Value** is defined by the value a project creates for its stakeholders.
- The **Project Value** could be represented by a single or any combination of **efficiency, technical effectiveness** and the satisfaction of a project's stakeholder with emphasis on clients and shareholders.
- **Project Value** is not defined in a normative sense, rather it is defined in a relativistic sense as the value of a project could be determined in many different ways depending on its specific context and situation.



C- Project Core Values

C-2- Importance

- Values can help define a Project's personality and help it stand out from the crowd.
- They can make a statement about where a project stands and what it believes in. They can give people focus and a greater sense of purpose and engagement, reinforcing a project's broader goals and feeding into everyday decisions and work.
- And crucially, values act as one of the building blocks of organizational culture, giving a consistent reference point, even in times of change.



C- Project Core Values

What Are Some Common Values?

- Loyalty.
- Spirituality.
- Humility.
- Compassion.
- Honesty.
- Kindness.
- Integrity.
- Selflessness.



C- Project Core Values

Project Core Values Examples

IKEA <i>“Leading by example, will power and humbleness, differentiation, desire for innovation and creativity, enthusiasm and togetherness, and consciousness for cost.”</i>	McDonald's “Serve” “Inclusion” “Integrity” “Community” “Family”	Disneyland “Optimism”, “Innovation”, “Decency”, “Quality”, “Community”, and “Storytelling.”
GOOGLE <i>*Great isn't good enough. *Focus on the user, all else will follow. *It's best to do one thing really well. *Fast is better than slow. *Democracy on the web works. *You can make money without doing evil. *There's always more information. You can be serious without a suit. *You don't need to be at your desk</i>	UNICEF <i>“To create a world where the rights of every child are realized.”</i>	Nike “Community”, “Sustainability”, “Diversity” and “Social Responsibility.”

C- Project Core Values

C-3- Relation between Project Values and Project Mission

- Values and mission statements work together to form the bedrock of a company's culture:
 - * A mission statement tells you where a company is going.
 - * Its values tell you how it will act along the way.



PART II:

Goals

&

Objectives



D- Defining Project Goals

D-1- What's a Project Goal?

- **A Project Goal** is a tangible statement of what a project should achieve.
- **A Project Goal** describes the projects impact: **the long-term** effects that should (also) be triggered.
- **A Project Goal** describes the desired state that should occur after a project has been executed.



D- Defining Project Goals

- **A Project Goal** provides the link between the project and its direct effects (project objectives), and the overarching goals both within and outside the project.
- **Project Goals** facilitate the planning and setting of milestones. They serve as a benchmark for success in project acceptance.
- And last but not least, **Project Goals** have a motivating effect on the project team, helping to clearly distribute tasks and structure processes without any uncertainties.



D- Defining Project Goals

- A well-formulated **Project Goal**:
- Provides a concrete description of the project's effects at the impact level;
- Provides the link between the project (**the Project Objective**) to the overarching goals.
- Most organizations set goals but few create a detailed plan for how they'll meet them.



D- Defining Project Goals

D-2-Why you should define a Project Goal

- Personal and Professional goals are very important because:
 - *Goals motivate us to keep going (even if things get hard).
 - *Goals give us a clear direction:

Some projects are huge in terms of budget, duration and team size. But if we are able to formulate a concise 1/2 sentence project goal, this can really help bind the project team together.

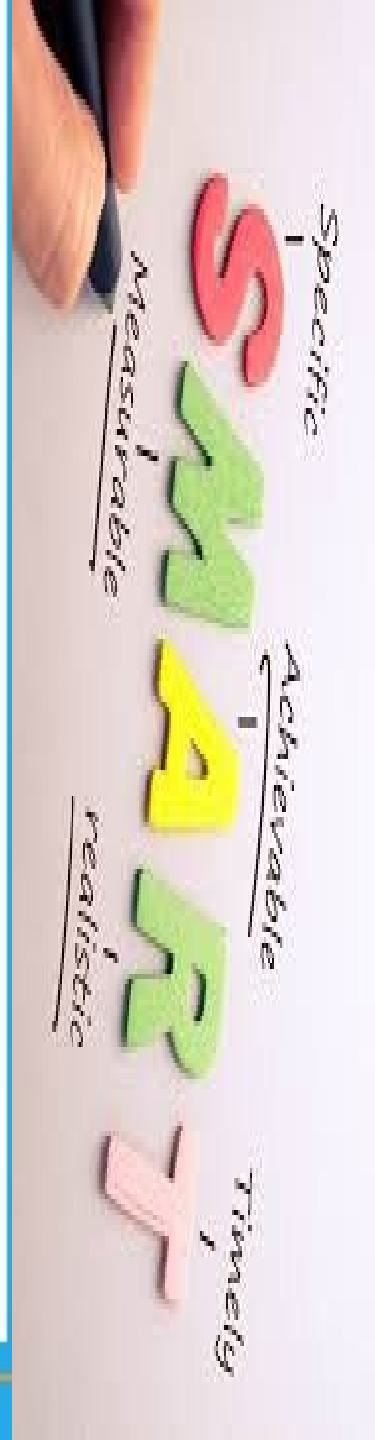
- In this lesson, we will compare two popular goal-setting methodologies—**SMART goals** and **CLEAR goals**.



D- Defining Project Goals

D-3- SMART Goals

- **SMART** is an acronym to help you create defined and attainable goals.
- SMART stands for:
 - * **Specific**
 - * **Measurable**
 - * **Achievable**
 - * **Realistic**
 - * **Time-bound**



D- Defining Project Goals

*Specific

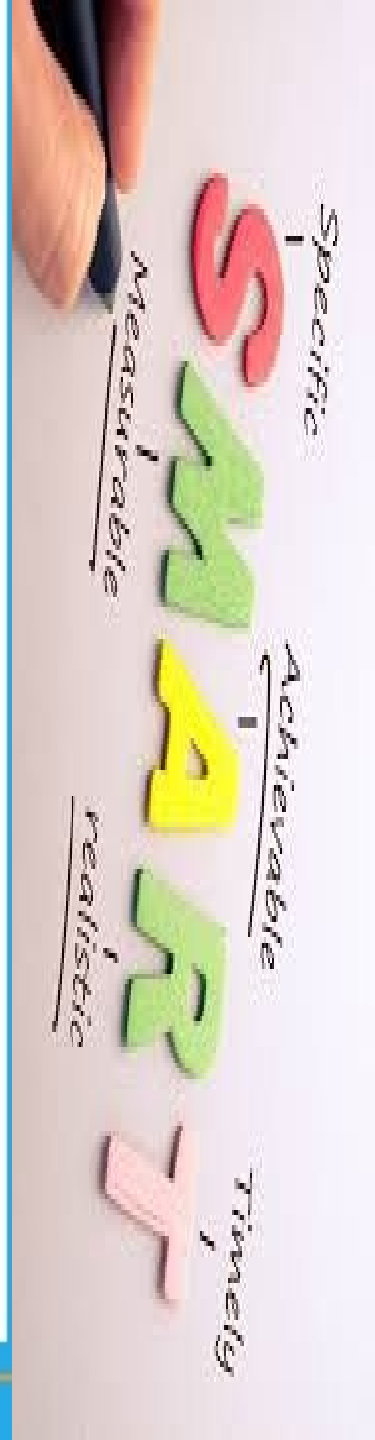
Keep in mind that you're setting your SMART goal to attain a specific objective—not a broad one.

*Measurable

Your goals should have some sort of objective way to measure them—whether that's a deadline, a number, a percent change, or some other measurable element.

*Achievable

Achievable says that your goals shouldn't be totally outside the realm of possibility. Ask yourself this question: Is the goal within your Project Scope? If not, it's not Achievable.



D- Defining Project Goals

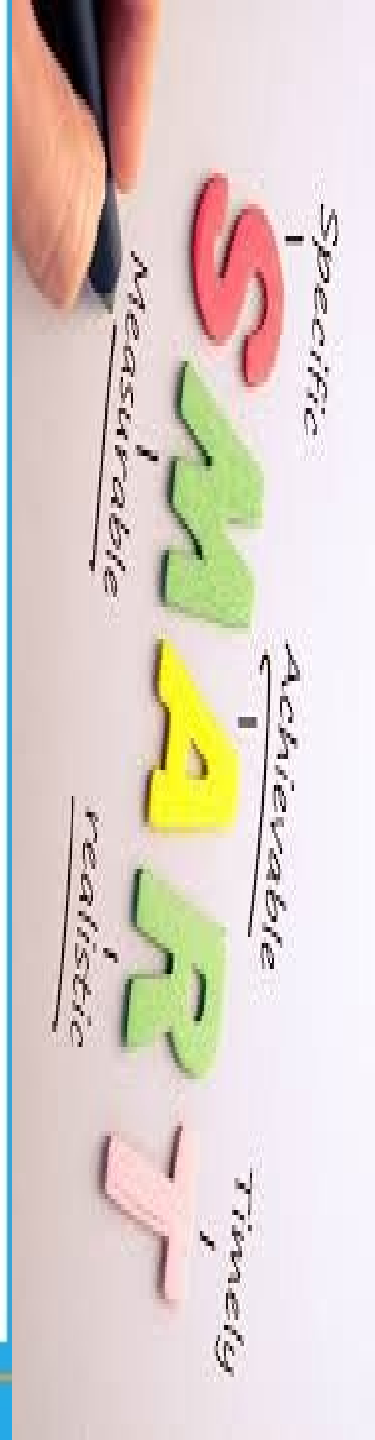
*Realistic

The “A” and “R” of SMART are closely related. In addition to setting Achievable goals, you also want to set Realistic ones. For example, maybe a goal is achievable, but getting there would require every team member to work overtime for six weeks straight. Even though it might be an achievable goal, it’s not a realistic one.

*Time-bound

Your SMART goal should have an end date.

Without a time limit, your project could drag on, have unclear **success metrics**, and suffer from **scope creep**. If you haven’t already, make sure you outline a clear **project timeline**.



D- Defining Project Goals

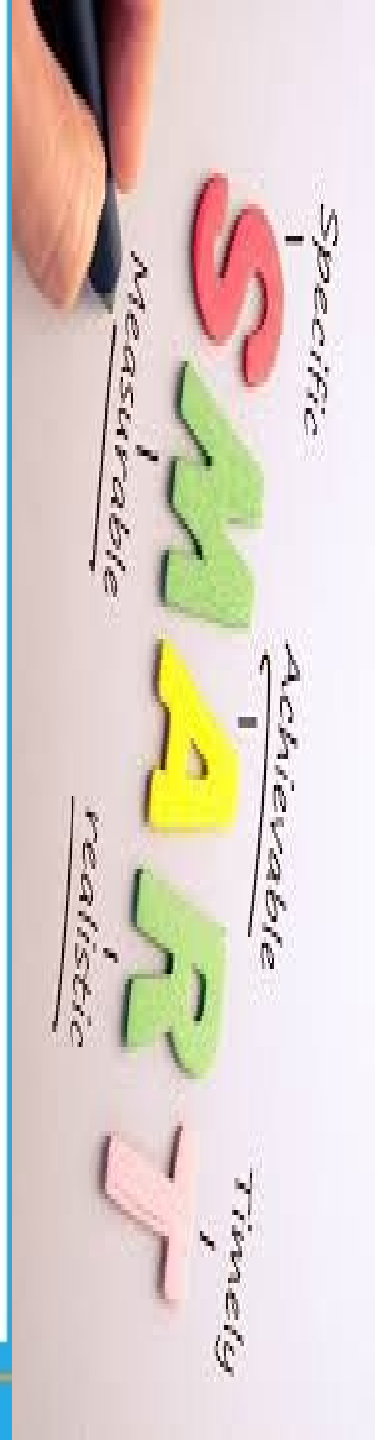
D-3-2- What are the benefits of SMART Goals?

- **Clear communication and alignment**

When your project team knows exactly what they're working towards, they're more motivated and aligned as a team.

- **Clarity towards project success**

Have you ever gotten to the end of a project and not really known if you hit your project goals or not? **SMART Goals** help you set clear goals, so you can avoid vague or confusing goal language.



D- Defining Project Goals

- **Clear roadmap & finish line**

With SMART goals, you know exactly what you want to achieve and which time frame you expect to achieve them by. You've verified that these goals are realistic and achievable. And you know you'll be able to measure them to see if you hit them or not.

- **Trackable metrics**

When you finish your project, SMART goals help you evaluate its success.



D- Defining Project Goals

D-3-3- SMART Goals -setting template

- When you're ready to set your own **SMART Goals**, start by writing your project goal as a sentence or two.
- Then, apply each of the five **SMART Goals** attributes to your goal and make sure you cover all of your bases.
- When you're ready to get started, use this template:



D- Defining Project Goals

Initial goal: <i>Write down whatever your initial goal is. Don't worry about it not being completely SMART—we'll get to that later in the template.</i>	Make it Specific: <i>Does your goal define exactly what you want to do? If not, re-work the language to make it specific to your particular project</i>	Make it Measurable: <i>Have you established how you'll measure your goal once your project is complete? If not, add a way to measure success or failure at the end of your project.</i>
Exp: I want to improve our company brand on social media.	Exp, continued: Improve our company brand on Instagram with company-specific hashtags.	Exp continued: Develop company-specific hashtags to generate 1,000 new Instagram followers

D- Defining Project Goals

4-Make it Achievable: *Is your goal something you can achieve, given your project scope? Make sure this specific goal falls within your project capabilities.*

Example, continued: Develop and use company-specific hashtags, in conjunction with popular hashtags in our industry, to generate 1,000 new Instagram followers.

5- Make it Realistic: *Can your project team reasonably hit your goal? Even if it's a stretch goal, make sure this is something you can accomplish with your resources.*

Example, continued: Post once daily on Instagram, and ensure every post has a mixture of company-specific hashtags and popular hashtags in our industry in order to generate 1,000 new Instagram followers.

6- Make it Time-bound: *By when will you achieve your goal? Make sure you clarify your target date or project timeline in your SMART goal.*

Example, continued: Post every workday on Instagram for the first half of FY22. Ensure every post has a mixture of company-specific hashtags and popular hashtags in our industry in order to generate 1,000 new Instagram followers by

D- Defining Project Goals

D-4- CLEAR Goals

- The 2nd popular goal-setting methodology is **CLEAR Goals**
- The problem with **SMART** Goals is that they just haven't kept up with the **faster, more-agile environment** that most businesses find themselves in today.
- These new business environments require a new way of setting goals, thus **CLEAR** goals.



D- Defining Project Goals

CLEAR stands for:

- ***Collaborative** (Goals should encourage employees to work together collaboratively and in teams)
- ***Limited** (Goals should be limited in both scope and duration)
- ***Emotional** (Goals should make an emotional connection to employees, tapping into their energy and passion)
- ***Appreciable** (Large goals should be broken down into smaller goals so they can be accomplished more quickly and easily for long-term gain)
- ***Refinable** (Set goals with a headstrong and steadfast objective, but as new situations or information arise, give yourself permission to refine and modify your goals)

COLLABORATIVE



LIMITED



EMOTIONAL



APPRECIABLE



REFINABLE



E- Project Objectives

E-1- Project Objectives vs. Project Goals

- Though some teams may use these interchangeably, there is a distinct difference between Project Goals and Objectives.
- In general, Project Goals are higher-level than Project Objectives.
- Your project Goals should outline what happens once your project is successful, and how your project aligns with overall Project Objectives.



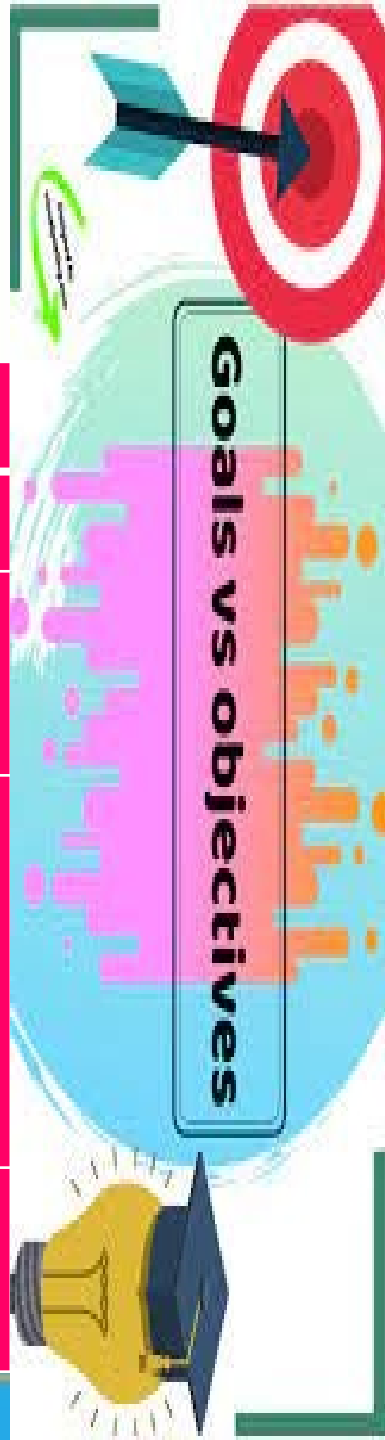
E- Project Objectives

- **Project Objectives**, on the other hand, are more detailed and specific than project goals.
- **Project Objectives** are more focused on your actual specific deliverables at the end of the project.
- **Project Objectives** are a critical element of **Project management** — without them, you don't have a succinct way to communicate your goals before and during the project, nor do you have a measurable way to evaluate your success after the project ends.



E- Project Objectives

SMART Goals	SMART Objectives
Long- term	Short-term
Primary goal	Smaller steps to meet the goal
Collective effort by the hole team	Divided into less complex tasks for smaller groups of people
Follows a general strategy	More tactical, on-the-fly-adjustments



E- Project Objectives

E-2- Project Objectives vs. Business Objectives

- **Project Objectives** are just that—**objectives and performance indicators for individual projects**. Your project objectives should apply to the project they're about, and they should be specific enough to guide your team in evaluating project success.
- **Business Objectives** are bigger than a single project. Unlike project objectives, your business objectives will fuel your business trajectory and velocity. Your business objectives should be long-term guidelines for your entire company or department. They will guide your company goals for a quarter or year, and they should be written in whatever goal-setting methodology your team uses, like **Objectives and Key Results (OKRs)**.



E- Project Objectives



Without a **Project Objectives**, you don't have an easy way to know if your project succeeded or failed—nor can you plan improvements for the next project you work on.



E- Project Objectives

Measurable objectives
are as simple to write as

A-B-C-D-E

A = Audience

Who will be affected (targetgroup)

B = Behavior

The observable change(knowledge, attitude, behavior,process) that will occur in the targetgroup because of your project.

C = Conditions

How the behaviors will be observed or measured, including the instruments to be used.

D = Data

Levels of attainment that mustbe met in order for your project to becalled a success (your definition).

E = Era

Identifies when the effects of your program will be measured.

Summary

1.

2.

3.

Difference between Mission & Vision Statement



Mission



Refers to the means of achieving the goal

Is focused on the how



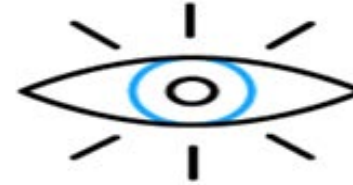
Is to inform the employees

Is usually bigger than the vision



Is to be used as management tool

Vs



Vision

Denotes the overarching goal that the company wants to achieve in the future



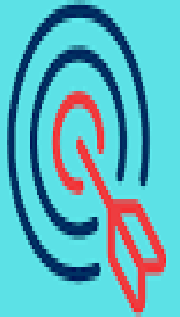
Is the description of the why

Is to motivate the employees

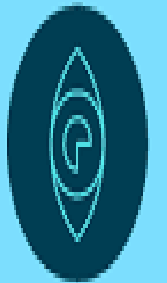


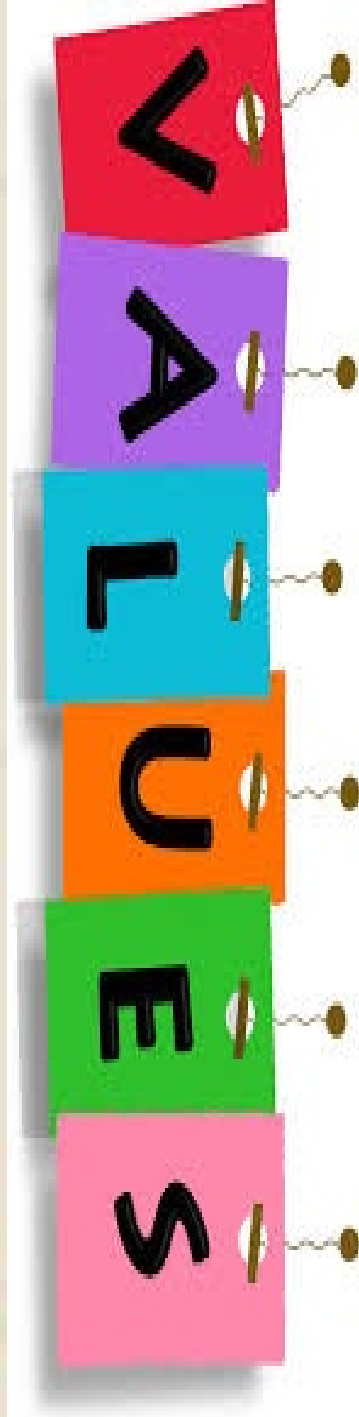
Is usually smaller

Not to be used for the daily operation



Vs





Vision and Mission Statement

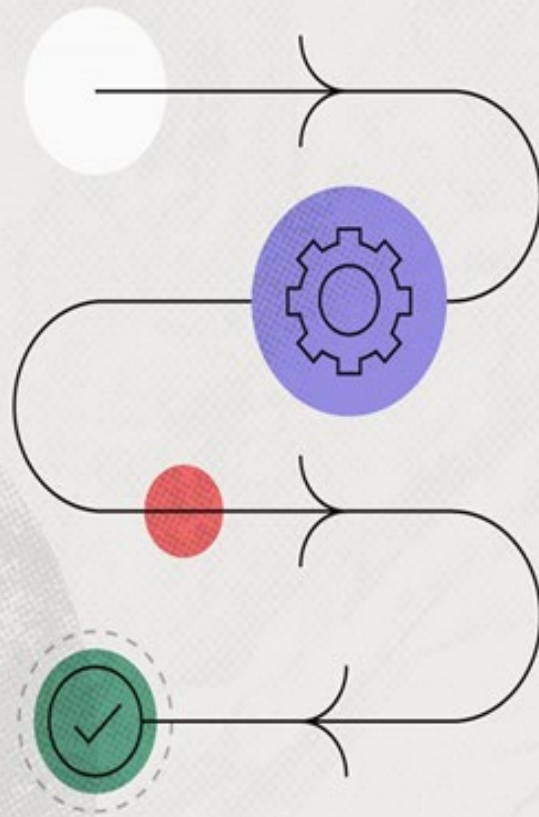
Vision Statement

This vision statement describes the long-run objective of your company, usually for a time frame of five to ten years or even longer.

Mission Statement

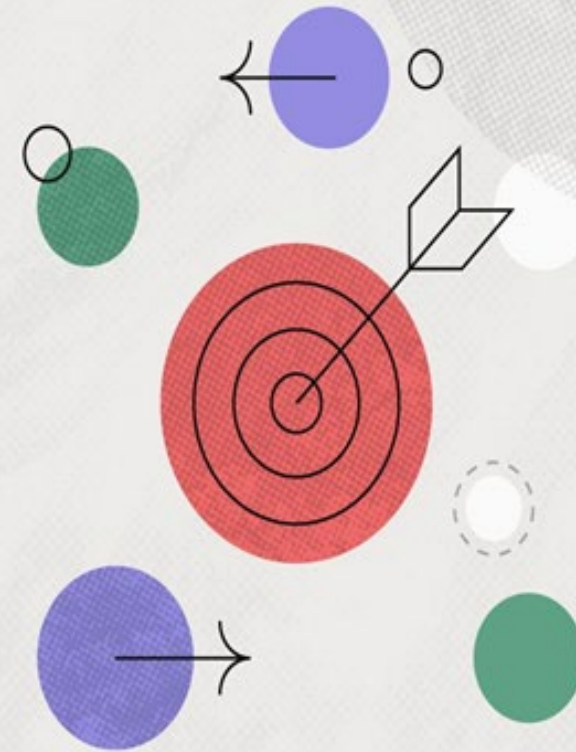
A mission statement is like a road map of how to achieve the goals set in your vision statement. It defines the purpose of the organization





Goal

An achievable outcome that is broad and long-term.



Objective

Defines measurable actions in the short term to achieve the overall goal.



S

Specific



M

Measurable



A

Achievable



R

Relevant



T

Timed



THE END

THANK YOU FOR YOUR ATTENTION