



# HR Club

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## Importance of Mission & Vision in Organizational Strategy

Imagine going to work each day, full of purpose and conviction. You strongly believe in your organization's values, and you are passionately committed to its mission.

Because you understand the good that your organization does in the world, you love what you do. You're happy to come into the office, and you put your heart and soul into your work, because you know it matters.

Vision & Mission helps organization to:

- **Guide** strategic planning and implementation
- **Define** performance standards and expectations

- **Establish** a more productive, goal-oriented corporate culture
- **Communicate** its purpose and goals to outside stakeholders

A mission and vision are standard and critical elements of a company's organizational strategy. Most established companies develop organizational mission statements and vision statements, which serve as foundational guides in the establishment of company objectives. The company then develops strategic and tactical plans for objectives.

### Read More:

[http://www.mindtools.com/pages/article/newLDR\\_90.htm](http://www.mindtools.com/pages/article/newLDR_90.htm)