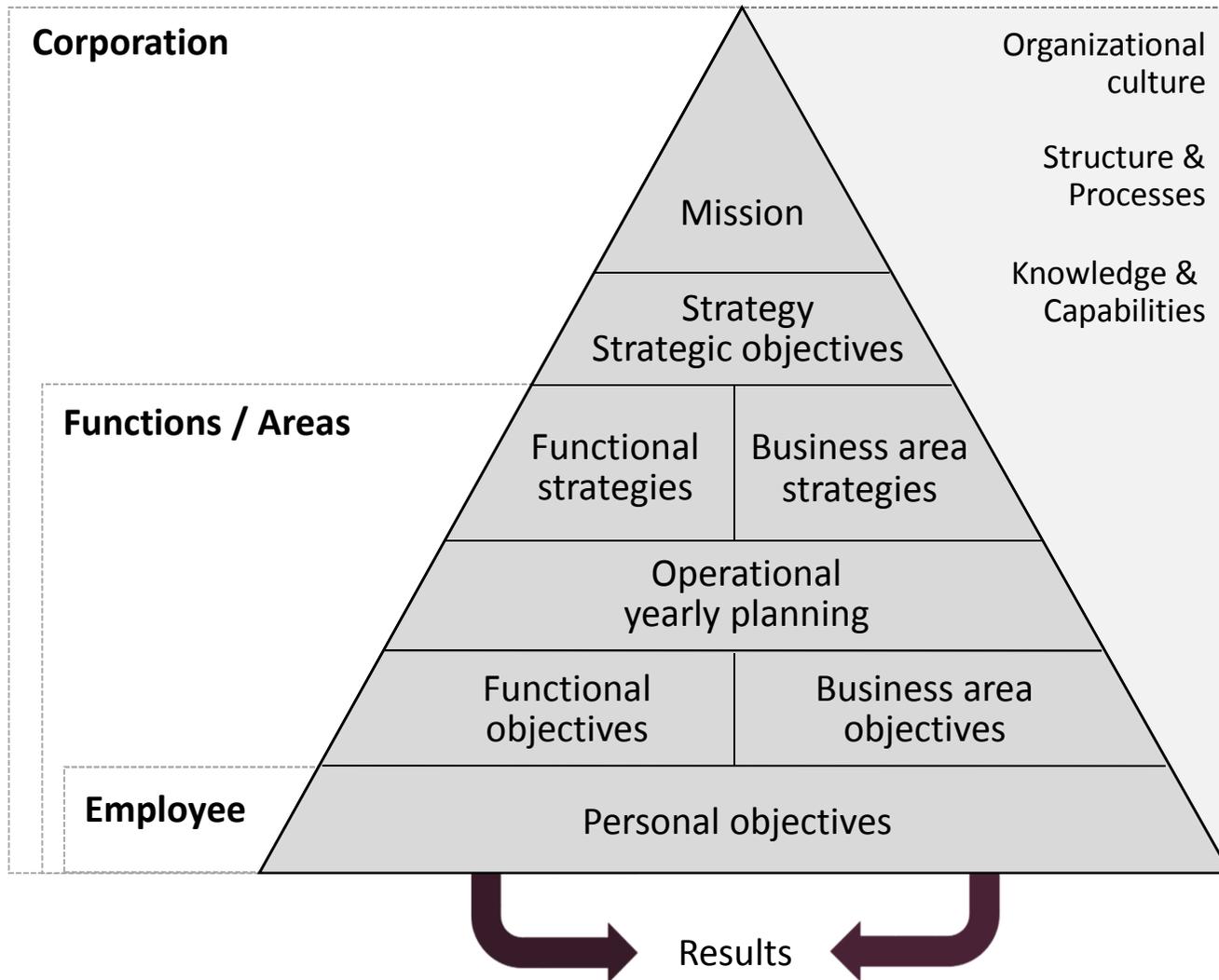


«Corporate Mission Statement» - Whitepaper -

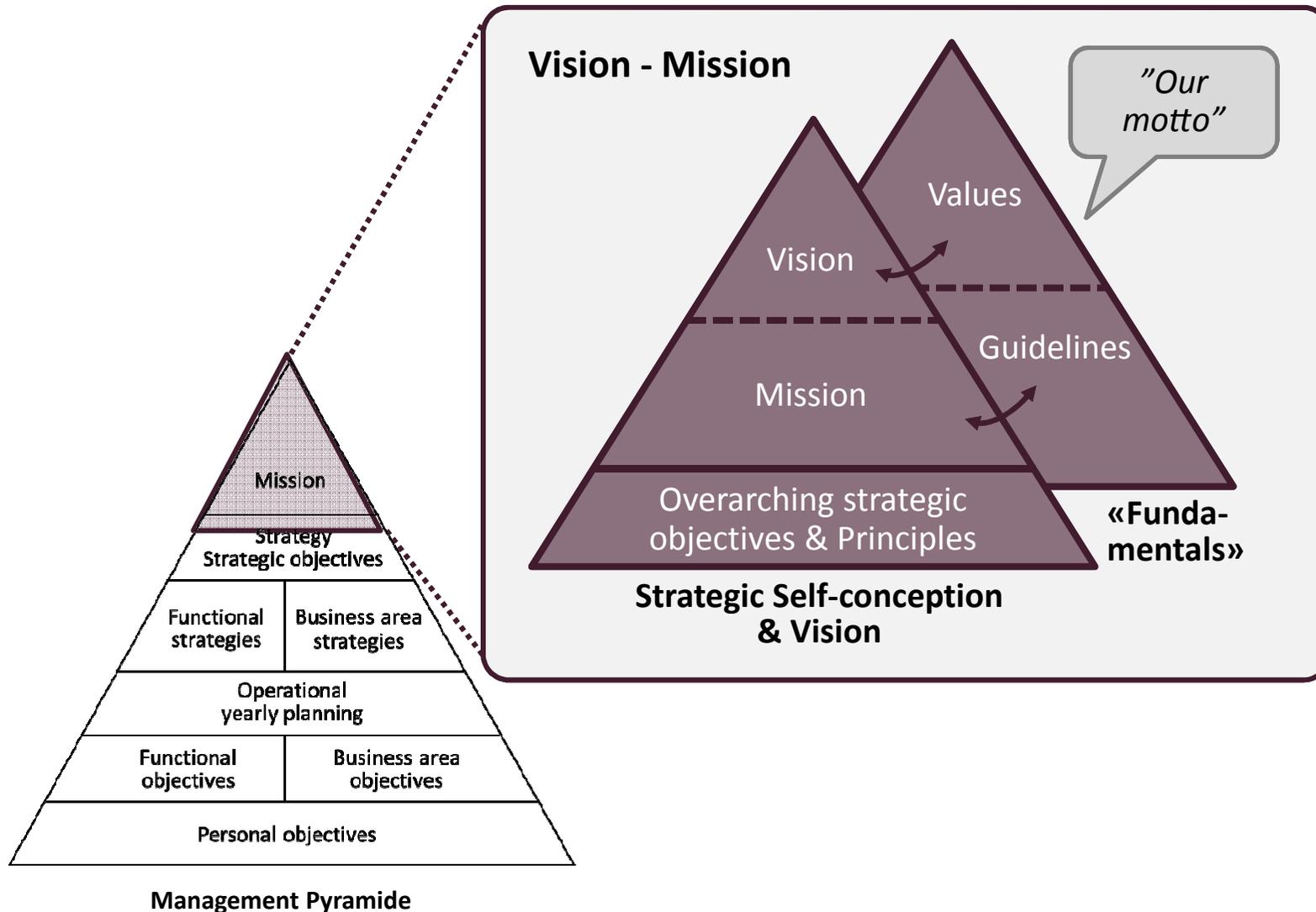
Management Counterparts – Whitepaper Download

MMag. Caroline Cerar MSc.
Managing Director

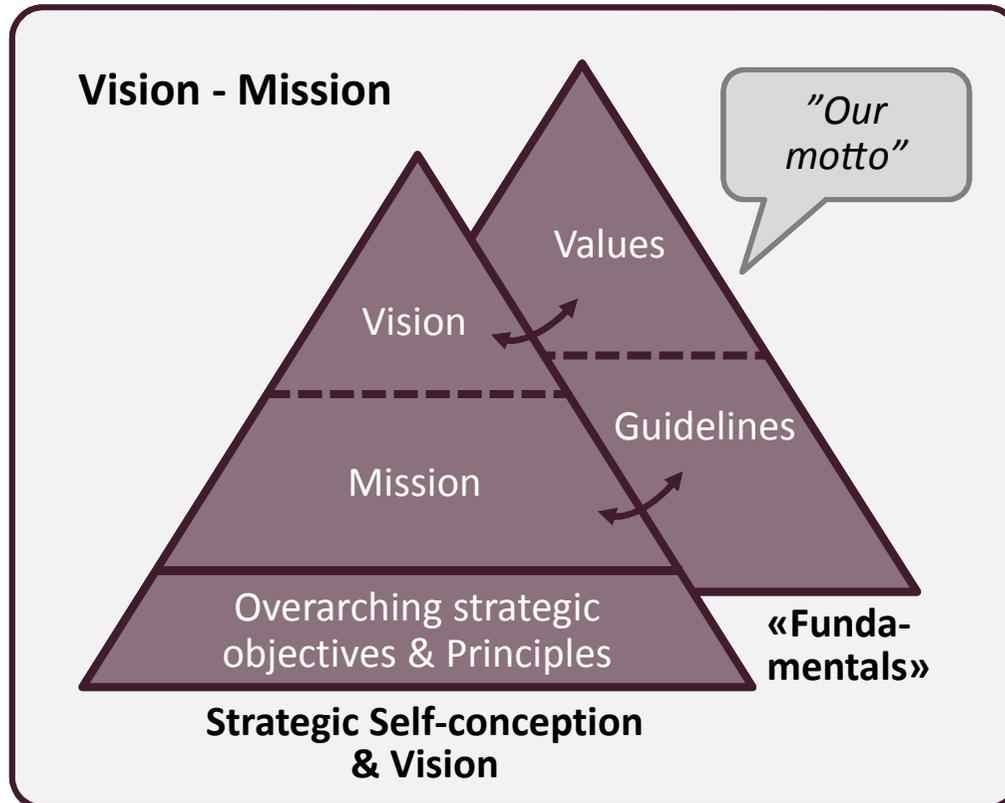
Management Pyramide



A corporate mission details the strategic self-conception, the values and guidelines and shows the companys vision



Corporate mission statement: Details



Objectives and desired effects of a mission statement:

- Orientation for thinking and action for executives and employees
- Promotes the identification with the company
- Robust basis for decisions – especially in difficult situations
- Coining of the external impression versus stakeholder groups
- Succinct presentation for the internal and external communication

Vision: visionary objectives, succinct picture of the future

Mission: Fundamental reason-for-being of the organization and self-understanding

Overarching strategic objectives & principles: strategic profile and long term top-line objectives

Values: characterize the essence, philosophy and the culture being lived within the organization

Guidelines: Aspiration towards oneself and principles of behavior internally and externally

Motte: central idea, overall theme