«Corporate Mission Statement»
- Whitepaper -

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Corporation

Mission

Strategy
Strategic objectives

Operational
yearly planning

Functional
strategies
Business area
strategies

Functional
objectives
Business area
objectives

Personal objectives

Functions / Areas

Organizational
culture

Structure &
Processes

Knowledge &
Capabilities

Employee

Results

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A corporate mission details the strategic self-conception, the values and guidelines and shows the company’s 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