

**TASK 7: PREPARING FOR THE COMPANY OVERVIEW AND MISSION STATEMENT**

**Departments Involved:**

ADMINISTRATION & CEO

**Objective**

Student will be able to:

- Prepare for the description of the company’s vision & mission in proper way

**Introduction**

Each company must be able to properly present its identity to the employees and to the public society.

**Preparation of Tools and Materials**

- Laptop/ Computer for each department
- Internet Connection

**Activities**

No	AActivities	Duration
1	<p>CEO will direct the Administration Department to discuss the company overview. The Discussion may be started by providing an opportunity for each member to suggest its idea. The company overview at least must contain these followings:</p> <ul style="list-style-type: none"> <li>▪ Name of the company (it can be completed with the meaning of such name – optional)</li> <li>▪ Year of establishment</li> <li>▪ Business type</li> <li>▪ Core competency</li> <li>▪ Logo and the meaning of logo (logo is designed by IT &amp; Media Department)</li> <li>▪ Company’s working culture and values</li> </ul> <p>The discussion group can find some sources of the other company overviews as the references. Type and save the output of company overview in the separated file.</p>	10’
2	<p>CEO, then, will direct the Administration Department to determine the company’s vision and mission. CEO and Department will discuss these following matters as the references:</p> <ul style="list-style-type: none"> <li>▪ The company’s vision represents the objective or future condition to be achieved. Vision contains the company’s goal, wish, view, desires and hope.</li> <li>▪ Good vision representation should not be only inspiring and challenging, but also meaningful, therefore the employees can relate their duty with the company vision. The vision representation must be inspiring against every action taken by the company. The most important thing is, that the vision representation must be measurable; hence each employee can recognize what action needs to be taken in order to achieve the organization vision.</li> <li>▪ Mission representation is the declaration on the main reason why such organization is established. Mission contains the appellation, social service, and mandate.</li> <li>▪ Good mission representation must meet these following criterias:                             <ul style="list-style-type: none"> <li>▪ <b>Simple and Clear.</b> Mission representation must be sufficient to be represented by 2- 3 representations, only. All representations must be</li> </ul> </li> </ul>	

	<p>simple and clear, understandable and do not contain any organizational jargon.</p> <ul style="list-style-type: none"> <li>▪ <b>Wide- coverage and for Long- Term.</b> The mission representation of organization must sufficiently have wide- coverage to accommodate the organization growth in the future. The organization’s mission must be able to reflect clear future goals. The mission statement of such organization must be valid for the next 20 years, as same as current condition.</li> <li>▪ <b>Focus on current condition.</b> The company’s mission statement must not be highly oriented to the future condition, and less focus on the current condition.</li> <li>▪ <b>Easy To Understand.</b> The organization mission must be easy to understand. Such Easy- to - understand mission will facilitate the communication of such mission to the organization’s members and stakeholder.</li> </ul> <p>Find other companies’ visions and missions that you know as the references.</p>	
3	<p>CEO will ask the other departments to communicate the company’s vision, mission and overview. Give an opportunity to the other employees to give their feedbacks and questions. The Company’s vision, mission and overview can be remodified in accordance with the input and approved by all employees.</p>	60’

**Output**

- Company overview
- Company’s vision and mission
- Initial Business Proposal

**References:**

A.F, Muchtar. 2010. Panduan Praktis Strategi Memenangkan Persaingan Usaha dengan Menyusun Business Plan. Kompas Gramedia.

Agung Adiprasetyo. 2007. Corporate Culture: Challenge to Excellence. Kompas Gramedia.

Leeuwen, Luuk Van et al. 2007. Vision, Mission, Compassion; Why People Matter in Organizations. Van Gorcum.

Scott, Cynthia D & Dennis T. Jaffe. 1993. Organizational Vision, Values and Mission. Crisp Publications.