

TASK DETAILS	
Title	CREATING COMPANY DESCRIPTION, VISION, AND MISSION
Type	TEAM
Activity Stage	BUSINESS PLANNING
Department	CEO & COO
Duration	1x SESSION, 1 LESSON HOUR
LEARNING OBJECTIVE	OUTPUT
	<ul style="list-style-type: none"> • Company Description • Company Vision and Mission

INTRODUCTION

A company's vision and mission are its fundamental pillars. The vision reflects the long-term direction and goals, while the mission explains the purpose of existence and the company's strategic role in society. For students managing a virtual company, drafting the vision and mission helps them understand the company's direction and build a strong organizational identity.

No	ACTIVITY
1	<p>Discussing the Company Description</p> <p>The CEO and COO facilitate a discussion with the chiefs of all departments to draft the Company Description. Use the following guiding questions to start the discussion:</p> <ul style="list-style-type: none"> • Why was this company established? • What are our main products/services? • Who is our target market? • What values do we want to uphold in running this business? <p>Afterwards, the CEO may ask the COO to draft the Company Description in the following format:</p> <ul style="list-style-type: none"> • Company Name & Its Meaning • Year of Establishment • Type of Business • Core Competency • Logo and Its Meaning (prepared with the IT & Media Department) • Work Culture and Values (e.g., integrity, collaboration, innovation) <p>The facilitator may provide examples of descriptions from well-known companies for inspiration.</p>

2	<p>Drafting the Company Vision and Mission</p> <p>To establish the long-term direction (vision) and the company's reason for existence (mission), the CEO and COO invite all chiefs and the facilitator to a brainstorming session using these guiding questions:</p> <p>Vision:</p> <ul style="list-style-type: none"> • What is the big dream for this company in the next 5–10 years? • What positive change do we want the company to bring to customers or society? • If the company succeeds, what does that success look like? <p>Mission:</p> <ul style="list-style-type: none"> • What is the company's main role today? • What problems do we want to help solve for customers? • What unique approach do we offer? <p>Assessment Criteria:</p> <ul style="list-style-type: none"> • Vision should be: inspiring, measurable, relevant, and future-oriented. • Mission should be: simple, relevant for the long term, focused on the present, and easy to understand. <p>Example:</p> <ul style="list-style-type: none"> • Vision: Become the number one healthy beverage company for teenagers in Southeast Asia by 2030. • Mission: <ul style="list-style-type: none"> ○ Provide delicious and affordable healthy drinks. ○ Empower local farmers and apply sustainable principles in every production process.
3	<p>Feedback & Refinement Session</p> <p>The CEO schedules a session with all company employees to present the description, vision, and mission drafts. During the Q&A, allow other employees to share feedback. Revise the drafts together based on input and finalize them through collective agreement.</p>
4	<p>Saving and Publishing the Results</p> <ol style="list-style-type: none"> 1. Save the company description, vision, and mission documents alongside other company documents. 2. The IT & Design Department is responsible for creating a digital/poster version of the vision and mission to display in the virtual company workspace (e.g., Google Slides, Canva, Notion, or the company website).

REFERENCE

"Start With Why" oleh Simon Sinek (video TED Talk juga bisa digunakan)

Artikel Harvard Business Review: *What Makes a Good Vision Statement?*

TASK TEMPLATE

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