

Supporting the running of the organisation

Produced by Christ The King Sixth Form College, in
partnership with Ursuline High School

Supporting the running of the organisation (Outcome 1)

Key terms

Value, mission, vision,
objectives, aims,
strategy, action plan

Lesson duration: 1hr 30mins

Learning outcomes 1

How and why
organisations develop
values, vision, mission,
strategy and objectives



Starter activity 1

Key terms

Value, mission, vision,
objectives, aims,
strategy, action plan

Learning outcomes 1

How and why
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Task 1

Think about yourself for a minute, and list all the mission/aims/values you have.

- **Values:** Before joining the college, what were your principles?
- **Aims:** This year, when you complete your coursework or work experience, what will you be doing?
- **Vision:** In about five to 10 years, what do you see yourself doing?

Task 2

Now think of a few aims that Lloyds TSB bank would have.

Starter activity 2 (Research task)

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Write down five things these businesses have in common and five ways in which they differ.

Learning outcomes 1

How and why
organisations develop
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mission, strategy and
objectives



i'm lovin' it™



Business support

Key terms

Value, mission, vision, objectives, aims, strategy, action plan



Learning outcomes 1

How and why organisations develop values, vision, mission, strategy and objectives

Support the running of the organisation (Outcome 1)

Key terms

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What is meant by the terms ‘values’,
‘vision’ and ‘mission’ in an organisational
context?

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objectives

What is an organisation vision, mission, strategy and values?

Key terms

Value, mission, vision, objectives, aims, strategy, action plan

A **mission statement** communicates the organisation's reason for being, and how it aims to serve its key stakeholders.

A **vision statement**, in contrast, is a future-oriented declaration of the organisation's aspirations.

A **strategy** is a statement of how you are going to achieve something. More specifically, a strategy is how you will use your mission to achieve your vision.

Learning outcomes 1

How and why organisations develop values, vision, mission, strategy and objectives

Values are the beliefs of an individual or group – and in this case the organisation – in which they are emotionally invested.

Why does an organisation develop vision, mission, strategy and values?

Key terms

Value, mission, vision, objectives, aims, strategy, action plan

Why do organisations develop values, vision, mission, strategy and objectives for a business purpose, and how are they linked together?

- Because vision and mission statements provide a clear view of where the business wants to be and what it wants to achieve in the future
- Because they provide a sense of direction
- Because they inform core values (culture) and strategic decision-making
- Because they help improve employee engagement
- Because they can be incorporated into a business's marketing, to influence consumers' perceptions
- Because the vision will only be realised if shorter-term aims are clearly focused on achieving longer-term objectives

Learning outcomes 1

How and why organisations develop values, vision, mission, strategy and objectives



Case study: Facebook

Key terms

Value, mission, vision,
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Facebook Vision statement

<https://www.youtube.com/watch?v=YfVcV1QXXyg>

Facebook new company name

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<https://www.youtube.com/watch?v=gElflo6uw4g>

Vision, mission and values in practice

Key terms

Value, mission, vision, objectives, aims, strategy, action plan

Can you guess which companies have once had these mission statements?

1. “Our mission is what drives us to do everything possible to expand human potential. We do that by creating ground-breaking sport innovations, by making our products more sustainably, by building a creative and diverse global team and by making a positive impact in communities where we live and work.”
2. “Our brand mission is to be our customers' favourite place and way to eat and drink. Our worldwide operations are aligned around a global strategy called the Plan to Win, which centre on an exceptional customer experience – People, Products, Place, Price and Promotion. We are committed to continuously improving our operations and enhancing our customers' experience.”

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Vision, mission and values in practice: answers

Key terms

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objectives, aims,
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1. “Our mission is what drives us to do everything possible to expand human potential. We do that by creating ground-breaking sport innovations, by making our products more sustainably, by building a creative and diverse global team and by making a positive impact in communities where we live and work.”

Answer: Nike, Inc

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2. “Our brand mission is to be our customers' favourite place and way to eat and drink. Our worldwide operations are aligned around a global strategy called the Plan to Win, which centre on an exceptional customer experience – People, Products, Place, Price and Promotion. We are committed to continuously improving our operations and enhancing our customers' experience.”

Answer: McDonald's

Research task

Key terms

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Does your college have a motto or mission statement? Does it represent the shared vision of your college?

Identify and explain.

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Aims and objectives

Key terms

Value, mission, vision, objectives, aims, strategy, action plan

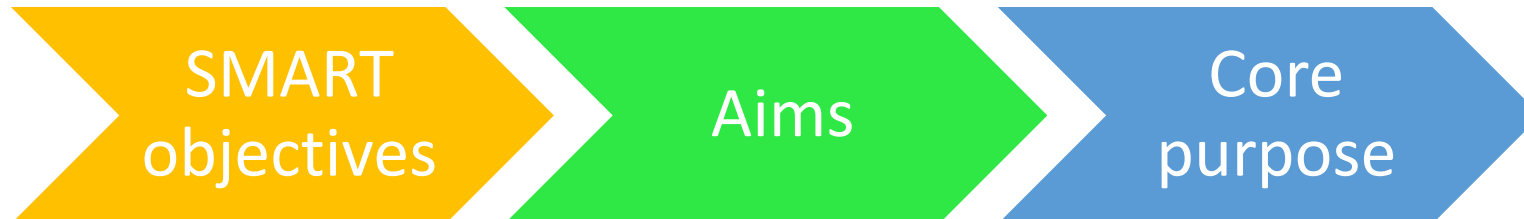
Businesses want to be able to achieve a range of different outcomes. These are often outlined in:

- mission statements
- vision statements
- company values

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How and why organisations develop values, vision, mission, strategy and objectives

Once the core purpose has been determined, businesses set SMART objectives to help meet their aims.



Aims and objectives at Tesco and Oxfam

Key terms

Value, mission, vision, objectives, aims, strategy, action plan

Define an aim

- Find an example of two aims at Tesco and fully explain them.
- Find an example of two objectives at Tesco and fully explain them.

Define an objective

- Find an example of two aims at Oxfam and fully explain them.
- Find an example of two objectives at Oxfam and fully explain them.

Aims can be defined in business or organisation terms as a general statement, written in broad terms, explaining what the organisation intends to achieve. It is the overall purpose or the desired outcome of the business, which indicates what and where it expect to be.

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How and why organisations develop values, vision, mission, strategy and objectives

After aims are set by the organisation, the next step is to formulate objectives. Objectives are concrete targets or goals for the company, which need to be fulfilled within a specified time frame and with limited resources.

Private sector aims and objectives



Key terms

Value, mission, vision, objectives, aims, strategy, action plan

- Making profits (so they can act responsibly for our communities)
- Maximising profits
- Break even
- Survival
- Growth (so they can source great quality, affordable and sustainable products)
- Market leadership (so they can be the first to meet customer needs)

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Public sector aims and objectives

Key terms:

value, mission, vision,
objectives, aims
strategy, action plan.

- Service provision
- Cost control
- Value for money
- Service quality
- Meeting government standards

Learning Outcomes 1

1. How and why organisations develop values, vision, mission, strategy and objectives.

Not-for-profit sector aims and objectives

Key terms

Value, mission, vision, objectives, aims, strategy, action plan

- Education
- Housing
- Alleviating poverty
- Healthcare

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Case study: Tesco

Key terms

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Putting it all together

The relationship between the development of a business purpose and the development of values, vision and mission

Key terms

Value, mission, vision, objectives, aims, strategy, action plan



Learning outcomes 1

How and why organisations develop values, vision, mission, strategy and objectives

How they all come together

Key terms

Value, mission, vision, objectives, aims, strategy, action plan

How values, vision and mission all come together to develop the business purpose

To help you understand the relationship between vision, mission, strategy, aims, objectives and core values, let's imagine an organisation designed to improve the local economy through development of local businesses.

Learning outcomes 1

How and why organisations develop values, vision, mission, strategy and objectives

Remember, the **vision** is what you want to accomplish. **Mission** is a statement of how you will achieve your vision. **Strategies** are ways of using the mission to achieve your vision. **Aims** are statements of what needs to be accomplished to implement the strategy. **Objectives** are specific actions and timelines for achieving the goal. **Action plans** are specific actions that need to be taken in order to reach the milestones in the timeline of objectives.

How they all come together in practice

Key terms

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Vision: A vibrant local economy driven by new and growing businesses

Mission: To create new businesses and help existing businesses to expand

Strategy: Use local leaders with business-development skills

Aims: Recruit local leaders interested and experienced in business creation

Objectives: Create a list of 20 individuals by 30 August 2021

Action plan:

- Form a committee to recruit local leaders
- Identify 40 leaders in the area
- List their qualifications
- Contact them individually, with the expectation that half will participate

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All together, develop the core values/ethos of the business, as well as its purpose. Employees operate the processes that create core values.

Embedding business purpose

Key terms

Value, mission, vision, objectives, aims, strategy, action plan

The strategy and objectives developed support the embedment of a business purpose.

- Use vision statement effectively.
- Ensure cohesion between business activity and vision statement.
- Employees' and management's commitment to the vision, mission, strategy, objectives and core values helps to embed the business purpose into the culture.

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How and why organisations develop values, vision, mission, strategy and objectives

Homework/plenary task (Research activity)

Complete the following table in a Word document. You can work in pairs, using your prior knowledge, books and the internet to help make notes in your own words.

Key terms
Value, mission, vision, objectives, aims, strategy, action plan

Key terms	Definition	Business example	Individual example (you)	How does this support development of the business and the self?
Vision				
Mission				
Strategy				
Aims				
Objectives				

Learning outcomes 1
How and why organisations develop values, vision, mission, strategy and objectives

Save this document in your business-support folder.

Research task: company fact file

Key terms

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strategy, action plan

What is the name of your chosen business? Can you find the logo?

What is the scope of your business? Hint: local, national, international, global?
How can you provide evidence for this?

How is the business owned? Do owners have limited or unlimited liability?

What is the purpose of your chosen business? Hint: do they have a clear vision or mission statement?

What do they do?
How do they do it?
Who do they do it for?

What is the estimated business size? Can you use data to support this?

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Video references

https://www.youtube.com/watch?v=MIhTs_MWHKY

<https://www.youtube.com/watch?v=8wem6FZAucw>

https://www.youtube.com/watch?v=7mWQh_7fK3U

<https://www.youtube.com/watch?v=5mKxekNhMqY>

<https://www.youtube.com/watch?v=ulWkN0k0MVE>

<https://www.youtube.com/watch?v=YfVcV1QXXyg>

<https://www.youtube.com/watch?v=gElflo6uw4g>

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