



Section -1

Vision and Mission

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The Strategic Management Process





What are the main features of a Vision Statement of the university

?

What a Vision Statement SHOULD be:



- Short
 - two sentences at an absolute maximum, punchy and easily memorable.
- Specific
 - describe a unique outcome that only you can provide
- Do not use words that are open to interpretation
 - For example, saying you will 'maximise number of graduates' doesn't actually mean anything unless you specify what it actually looks like
- Ambitious enough to be exciting
 - but not too ambitious that it seems unachievable
- Simple
 - for people both inside and outside your university to understand. No technical jargon,

What are the steps in preparing a vision statement?





Process of preparing vision statement

Step 1: Define what you do as an output (**OUTPUT**)

- Start by being exceptionally clear about what it is our university actually does.
- Be careful to remain '**output focused**' rather than 'input focused'.
- For example, Microsoft famously had a vision statement **to Put a Microsoft powered computer on every desk in the world.**
- Strictly speaking what Microsoft 'do' is make computer software,
- but for the purposes of their Vision, they looked forward to the actual outcome of this process – i.e. computers on desks



Process of preparing vision statement

Step 2: Define what unique twist the university could bring to the above outcome **(TWIST)**

- Sometimes we have observed that a particular organisation is very successful where others of same nature have failed,
- Why?
- because of.....something.
- We should find out what is this something.
- Then let it shine through in your vision statement



Process of preparing vision statement

Step 3: Apply some high-level quantification (**QUANTIFICATION**)

- A common problem with vision statements is that they are too visionary! With no possible end in sight (or a totally unrealistic one) – the initial inspiration derived from a great vision statement can quickly turn to frustration, or even pessimism among employees and customers.
- That said – don't be too specific at this stage (they will come later in our planning process).



Process of preparing vision statement

Step 4: Add relatable, human, 'real world' aspects (**HUMAN CONNECTION**)

- add a real-life aspect so that people can conjure up a solid mental image to associate with your vision statement
- This help make it even more memorable
- Let's look at an example – which of the following statements is likely to be more memorable:
 - A. To have every working person in the world using Microsoft product.
 - or...
 - B. A Microsoft powered computer on every desk
- I would argue that (B) is more memorable, because as I read this, I'm actually visualising a computer desk in a room. There's nothing wrong with (A) but it's highly conceptual and thus difficult to transform into a mental picture



Examples of vision statement



DISNEY: To make people happy.



Instagram

INSTAGRAM: Capture and Share the World's Moments.



LIFE IS GOOD: Spreading the power of optimism.



- Output –
 - Intellectual drive
- Twist –
 - Prime
- quantification –
 - Of the nation
- Human connection –
 - ?

**Vision Statement of the University of Ruhuna
To be the prime intellectual thrust of the nation.**

Vision statement of university of Jaffna



- **Our vision is to be a leading centre of excellence in teaching, learning, research and scholarship.**
- Your comments with respect to following
 - Step 1 – The output
 - Step 2 – The twist
 - Step 3 – The quantification
 - Step 4 – The human connection



What are the main features of a mission Statement of the university

?



What a mission Statement SHOULD be

- A mission statement is a brief description of university's fundamental purpose. It answers the question, "**Why does our university exist?**"
- The difference between a mission statement and a vision statement is that a mission statement focuses on a university's present state while a vision statement focuses on a university's future.
- a mission statement answers the question "Who are we?" and the vision statement answers the question "**Where are we going?**"

What are the steps in preparing a mission statement?



Process of preparing mission statement



Step 1 – Describe what your university does.

- My university's purpose is to:
 - To advance knowledge and skills

Step 2 – Describe how your university does.

- My university does it:
 - through teaching, research and services
 - To advance knowledge and skills through teaching, research and services

Step 3 – Add why your university does it.

- My university does it:
 - to serve the society.
 - To advance knowledge and skills through teaching, research and services to serve the society

Mission of the University of Ruhuna

To advance knowledge and skills through teaching, research and services to serve the society.

Mission statement of the university of Jaffna



- **Our mission is to be a leading centre of academic excellence in producing intellectual, professionally competent and capable graduates by providing quality teaching, learning, and carrying out research to meet the emerging needs of the national and international community with special emphasis on the social, economical and cultural needs of Northern Sri Lanka.**
- Your comments with respect to following
- Step 1 – Describe what your university does
- Step 2 – Describe how your university does
- Step 3 – Add why your university does it.



Mission Statement Worksheet

- With your university's Mission Statement in mind, write a Mission Statement for your Faculty/Department/Unit that indicates your unit's specific role in fulfilling the institution's purpose and mission.
- Review your Mission Statement to see if changes are appropriate.
- If your unit has already formulated a Mission Statement, please check it against these questions.
- A "no" answer to many questions probably means the statement should be reworded.



1. Does it clearly state the function of the university?
2. Is it distinct from the other statements?
3. Is it short, to the point, and understandable?
4. Is it continuing in nature?
5. Does it state to whom your institution is accountable?
6. Does it identify the graduants passing out from your university?
7. Does it identify graduants' market segments?
8. Does it identify scope: international, regional or local?
9. Does it communicate a commitment to the local community?
10. Does it address integrity and ethics?

Benefits of Having a Clear Vision and Mission



1. Achieve clarity of purpose among all managers and employees.
2. Provide a basis for all other strategic planning activities, including internal and external assessment, establishing objectives, developing strategies, choosing among alternative strategies, devising policies, establishing organizational structure, allocating resources, and evaluating performance.
3. Provide direction.
4. Provide a focal point for all stakeholders of the firm.
5. Resolve divergent views among managers.
6. Promote a sense of shared expectations among all managers and employees.
7. Project a sense of worth and intent to all stakeholders.
8. Project an organized, motivated organization worthy of support.
9. Achieve higher organizational performance.
10. Achieve synergy among all managers and employees.



Thank
You!!!