

International MBA

Marketing and commercialization in international environments.

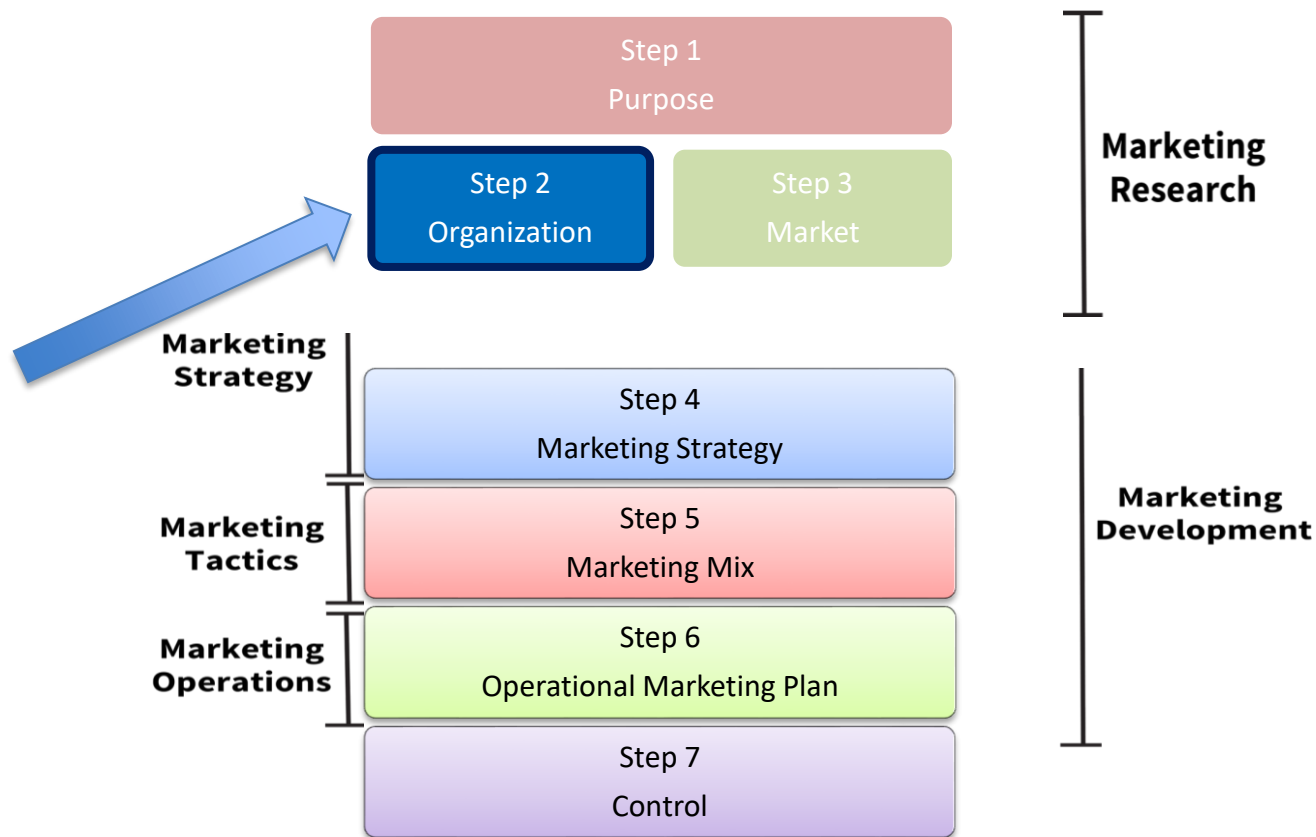
Lesson 3. Vision, Mission and Values

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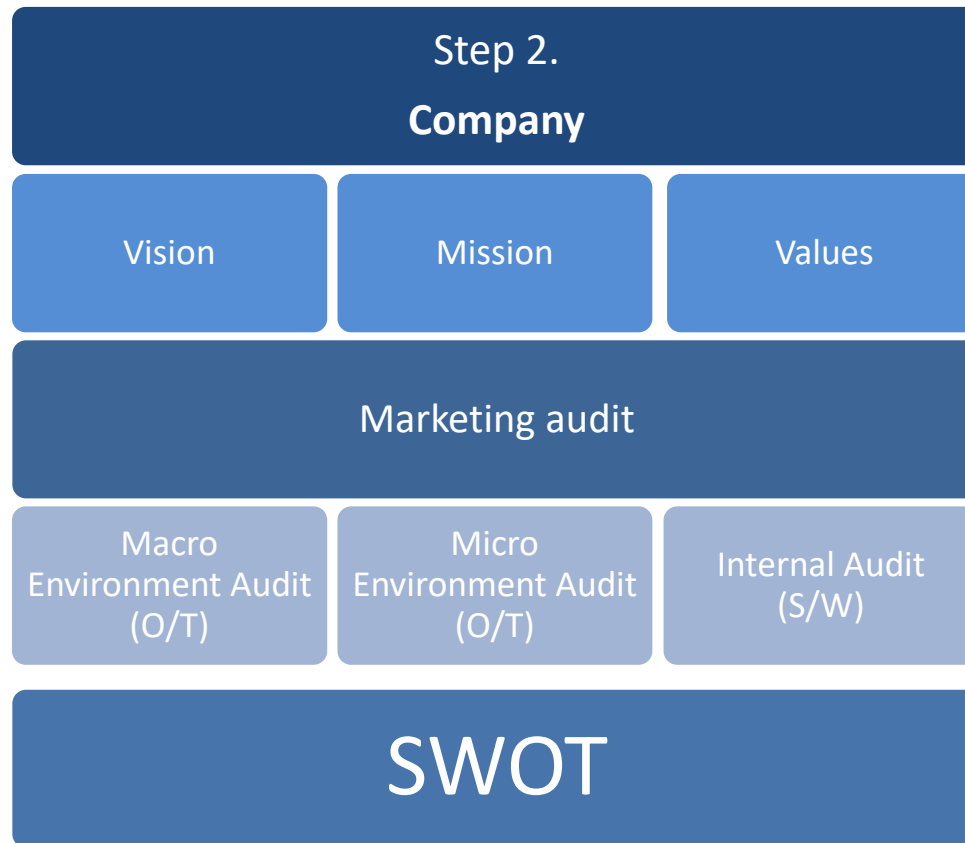
Content

1. Vision
2. Mission
3. Values

Marketing Planning Process



Marketing Planning Process



1. Vision

What is Vision?

- Shared image of what we want the company to be 3 to 5 years forward.
- *What I am today and what I want to be and get in medium term?*
- LOOKING FOR CREATING A FUTURE REALITY
- Specifically what we want to be

1. Vision

STEPS to define a vision

- **Understand the present.** SWOT analysis to see which should be used as an anchor to give consistency to future changes.
- **Read the environment.** Trends, industry evolution, habits and expectations of customers, competitors.
- **Understand the system of expectations.** Know the expectations of each actor and globally (individually) manage the system.
- **Create alternative scenarios.** Transform the environment and future reading in options for our company.
- **Convert in strategies and action plans.** Orienting the Vision in the Strategic Plan, which is where action develops.
- **Ensure that generates sense.** Vision from the point of view of people, generating sense for members of the company.

1. Vision

Classic vs. New vision

Classic Vision

- Serve markets
- Defend current businesses
- Maximizing successes
- Investors commitment
- Following customers
- Company = set business

New vision

- Future opportunities
- Create new competitive spaces
- Maximize learning
- Stakeholders Commitment
- Go on ahead customers
- Company = capabilities set

2. Mission

What is Mission?

- A written statement where we define the reason or purpose of the organization.
- *Why do we exist?*

Characteristics:

- look to the future,
- credible to the organisation's publics,
- contain or imply customer benefit
- embrace the organisation's strengths

and more...

- clarify management's priorities
- set the tone for all organisation members, including marketing staff

2. Mission

STEPS to define a Mission

- **Customer focus.** *Who does the organisation exist to serve?*
- **Value provided.** *What value will the organisation provide for its customers and other stakeholders, and how will it do so in a competitively superior way?*
- **Market scope.** *Where and what will the organisation market?*
- **Guiding values.** *What values will guide managers and employees in making decisions and dealing with stakeholders? What does the organisation want to stand for?*
- **Core competencies.** *What employee, process and technological capabilities give your organisation its competitive edge?*

2. Mission

Question to Check Mission statement:

- Is the mission statement credible to all publics?
- Is the statement capable of rallying employees and inspiring customers and other publics?
- Does the mission statement provide appropriate direction for organisational decisions, actions and resource allocation, including marketing planning?
- How can the mission statement be improved as a guide for marketing planning?
- Is the mission statement aspirational and enduring to guide the organisation into the future?

3. Values

What are Company´s Values?

- The operating philosophies or principles that guide an organization's internal conduct and its relationship with all shareholders.
- *What we believe in?*
- Contribution to the common project
- Contribution to the development of people
- Contribution to society

1st assignment

1st assignment. Step 1- Homework

Presentation of idea

- Analysis of the current situation
- Presenting the idea (problem solving)
 - New company
 - Existing company
- Justification. *Brief market research.*
- In groups (7 groups in CV)
- 1 slide until 02/11
- Full Task in Campus Virtual till 08/11 23:59

Business ideas pitches (4YFN Barcelona <https://www.4yfn.com/and-the-winners-at-4yfn-are/>)

<https://youtu.be/KgRLnS6sxww>

<https://youtu.be/ft4WVUXS16Q>

<https://youtu.be/J8eL5fbmro8>

1st assignment

1st assignment. Step 2- Company

- General Company Description including:
 - *Mission*
 - *Vision*
 - *Values*
- Internal Resources and Capabilities (S/W)
- Micro Environment Analysis (O / T)
- Macro Environment Analysis (O / T)
- SWOT

- In groups (7 groups in CV)
- Until 15/11 23:59
- Task in Campus Virtual

Questions?
