

Develop a strategic objective

Business



Business Charles O. Godornes June 22, Business In Microsoft's mission and vision ment it is clearly identified that diversity and inclusion are integral part of it. Microsoft's mission statement asserts that " Microsoft's global diversity and inclusion mission is to be the world's number one provider of innovative technology solutions that help realize the full potential of its diverse customers and partners around the world". And Microsoft's vision statement claims " To be led by a global diverse workforce that consistently delivers outstanding business results, understands the various cultural demands of a global marketplace, and is passionate about technology and the promise it holds to tap human potential, and thrives in a corporate culture where inclusive behaviors are valued". In order to meet our mission and vision as a company we have to develop various strategic objectives in a form of a balanced scorecard. The balance scorecard is composed of four quadrants which is learning and growth (employee) perspective, shareholder value or financial perspective, customer value perspective and process or integral operations perspective. We can develop strategic objectives in learning and growth (employee) perspective by increasing technological innovation, increasing employee satisfaction and to decrease employee turnover. In Microsoft's mission statement, it is clearly stated that our mission is to be the world's number one provider of innovative technology. In order to attain this mission, we have to increase our technological innovation. Powered by our diverse workforce, we can conduct research on how to innovate or create new technology. We can measure this strategic objective by acknowledging the amount of increase in efficiency and development of the technology itself. By doing this, it will open Microsoft to new opportunities and set new trends to the market. It is stated in <https://assignbuster.com/develop-a-strategic-objective/>

Microsoft's vision statement that the company is "To be led by a global diverse workforce that consistently delivers outstanding business results". To attain this vision we have to increase employee satisfaction so that employees will have a reason and the motivation to do an outstanding work performance. We can do this by giving employees a reasonable salary pay and benefits which can drive them to perform well. We can measure this increase by letting employees fill up evaluation forms on how they are valued as an employee. In learning and growth perspective, we have to decrease employee turnover. In order to deliver outstanding business results, an employee has to be very well versed and experienced in the field of technology. If employee turnover is high there will be a high probability that the previous employee is more efficient and effective than the newly hired employee, because of the work experience advantage. We can measure this decrease of strategic objective by monitoring the percentage of employee turnover. We can develop strategic objectives in shareholder value or financial perspectives by increasing profitability, by reducing costs and by increasing competitive position. In order to increase profitability, Microsoft has to use its strength such as having a diverse workforce in order to sell more products. Shareholders would be glad to hear that Microsoft is gaining profit which would mean stability for the company and value for the shareholders. This increase of strategic objective can be measured through sales reports. To reduce cost, Microsoft has to utilize its assets. Microsoft has to reduce cost in order to increase its profit as stated above. By lowering costs it would reduce the threat of bankruptcy and instability for the company. This decrease of strategic objective can be measured through the profit made and through the amount of money saved. By lowering costs,

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shareholders and investors money would be maximized to its fullest because of the money return generated from this strategic objective. Microsoft has to increase its competitive position in order to be the number provider of innovative technology solutions. Microsoft has to differentiate their services and their product to other competitors. Microsoft has to position its products to focus on opportunities such as expanding its market. Microsoft has to value their customers by providing quality and high – end products, because when the market sees that the product is of quality and customers are valued, it would be easier to gain new prospects allowing the market to expand. This increase of strategic objective can be measured through sales generated and through the market size; we can develop strategic objectives in customer value perspective by increasing customer satisfaction, increasing customer value and by increasing customer turnover. Microsoft has to increase customer satisfaction in order to attain the number one place of providing innovative technology. In order to increase customer satisfaction, Microsoft has to meet the expectation of the customers. Once customer's expectation is met by the company it will automatically satisfy our customers. To stay on top of the market, Microsoft has to increase its customer value, because the market is composed by the customers. We can increase value by giving them quality products and by being responsive to their needs. By doing this, customers will feel valued. The increase in this strategic objective can be measured through filling up survey forms. In order to expand Microsoft's market, it is also advisable to have an increase in customer turnover. Unlike the employee turnover, the customer turnover will allow Microsoft to expand its market by allowing more people to get hold of the company's product. We can measure this increase by the percentage

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projected by the market. We can develop strategic objectives in internal operations perspective by increasing productivity, performance measurement and in operations metrics. It is crucial for Microsoft to increase productivity in order to stay on top of the market and to meet shareholders expectation. This can be measured through the percentage of products produced. In correlation with employee turnover, an employee has to increase its performance in order for him to be well versed of the product, also to avoid employee turnover which is timely and costly for the company. This can be measured through the productivity of the employee. To meet with Microsoft's mission and vision, increase in operation metrics is a must. Every internal and external staff of Microsoft shall project efficiency and effectiveness in order to be the number one provider of innovative technology solution. This increase in strategic objective can be measured through the increase in sales and revenue of the company given the specific period of time it was implemented. Reference Page

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