

Human resource management



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Explain the difference between a vision and a mission. Are both necessary for organizations? In the world today it is seen that most of the successful organizations have a vision and a mission defined. Both the mission and vision statements are considered to play an important role in making the organization successful. There is a difference between the vision of a company and the mission of the company.

A company defines its mission in terms of a statement which guides it to achieve its targets. Mission can be defined as a guideline which the whole company has to follow. It is a set of protocol defined by the company which helps the company to strive and achieve its goals. For example the mission statement of McDonalds is “ To be our customers’ favourite place and way to eat”. It can be clearly seen here that McDonalds wants to be the favourite place for customers and hence it wants all its employees work in a similar fashion.

A vision is different from mission in aspects of goal orientation. Vision is the basic goal of the company which it has to achieve in the future. It is something which the company can achieve if the mission statement is followed. Vision is set by the company for long term goals and it can only be achieved if all the protocols are followed by the employees.

Both vision and mission are necessary for organizations as they help the employees to understand the basic role of the company in this world. It gives an overview to both the customers and the employees about the company and tell them as to what exactly are they trying to achieve through their practices.

Bibliography

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