

Good essay on strategic planning

[Business](#), [Company](#)



The vision, mission, and values of a company play a critical role in coming up with the strategic plan of the business. The vision statement summarizes the future achievement of the company (“ Strategic Leadership and Change Management,” n. d). Therefore, the vision guides the actions that the firm ought to take and, consequently, the vision statements influences the actions that the company includes in the strategic plan. The mission statement includes the primary goals as well as concrete and measurable objectives. The mission is broad and differentiates the organization from the rest (Grusenmeyer, n. d). From this perspective, it defines the path the business takes and hence, aids in strategic planning. The mission encompasses the values of the organization. Values determine how the stakeholders contact themselves in the process of implementation of the strategic plan. The regulation of behavior is critical since it control the process of production that ensures that the employers and employees work synergistically to achieve the set objectives. In this case, the mission serves as the pivotal point of references in coming up with the strategies. For example, if a company seeks to be the best customer-centric enterprise in the region, it must work towards achieving. That require coming up with strategic to make the customers comfortable, satisfied, and involved in decision making.

An active board of directors assist sin the implementation of the strategic plans by ensuring a steady supply of the necessary support. The support may be in the form of decisions, making capital available, and ensuring the adherence to set out regulations. It also participate in the reviewing and approving of the strategic plans (Deazeley, n. d). The boards also keep the

CEOs on the right track by providing advice on demand. In particular, the board seeks to drive the company towards achieving the mission and vision of the organization (O'Dell, 2009 p. 14).

The participation of different levels in the strategic planning and implementation ensures that all the stakeholder are aware of what they ought to do. It creates harmony in the actions and guarantee the success of the company. It is also motivating for all the people to be part of the organizations planning since it helps them develop a feeling of responsibility and ownership.

References

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