

# Mgmt670 week 3 conf

[Business](#), [Management](#)



CONNECTION BETWEEN VISION AND STRATEGY goes here] [Your goes here]

[Due the paper] Connection between Vision and Strategy

I think vision is very critical for the success of a company as it provides a base for the development of effective business strategies in accordance with the vision of the company. A vision statement sets the dynamics for the growth of a business. Managers develop business related plan of actions by understanding the focus of the vision statement of the company. At present, I am working at NewTech which is a software manufacturing company located in New York. The vision statement of NewTech says, ' Satisfying customers' demand for reliable, fast, and high quality software products'. I have found the managers of all departments working with full dedication and commitment to meet customers' demands because they a complete understanding of the company's vision statement.

The top management has designed a very competitive business strategy that aims to gain profit, customer satisfaction, and competitive edge in the software industry of the United States. As employees, we have just one thing in our minds, which is to develop excellent quality products for our customers. I think the vision statement of our company has refined our approach towards work. Every department of the company, such as, quality control department, quality assurance department, human resource department, and customer care department feels the responsibility to move the company towards the top rankings in the field of software manufacturing. Therefore, I would say that vision of a company has direct connection with the overall business strategy, as well as the work approach of all employees and managers.

References

Not required