

Mission and vision paper

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



Mission and Vision Paper The organization and mission and vision statements that will be discussed are from SGT (Stinger Ghaffarian Technologies), Inc. which is an aerospace services company that was founded in 1994 by Harold Stinger and Dr. Kam Ghaffarian. They are headquartered in Greenbelt, Maryland with locations throughout the country and I had the pleasure to work for them for a year before my contract was bought out by a competitor. SGT states that they are dedicated to customer satisfaction and providing high quality support in the areas of Engineering, Science, Project Management and Information Technology. What is a mission statement? According to our textbook a mission statement answers the question “ What is our business? ”(David, 2011, p. 45) A mission statement is meant for the employees and leaders of the organization. A Mission statement helps to clarify the purpose and primary, measurable objectives of the organization. “ A good mission statement allows for the generation and consideration of a range of feasible alternative objectives and strategies without unduly stifling management creativity” (David, 2011 p. 49) Mission statements should also have nine key components: “ Customers, products or services, Markets, Technology, Concern for Survival, growth and profitability, Philosophy, self-concept, concern for public image, concern for employees”(David, 2011, p. 51) SGT Mission statement is as follows “ To contribute to the success of our partnerships with government and industry through disciplined, reliable, evolutionary Systems Engineering, Technical Management, and Engineering Analysis Processes and Capabilities. ” (SGT, 2012) I believe that this is a good mission statement. SGT hits many of the nine key components. They talk about their customers (government) and the products (Evolutionary

Systems Engineering, Technical Management, and Engineering Analysis Processes) which are also their market. They leave open the potential for growth within the major fields by not being too specific which leaves growth possibilities. They are displaying their self-concept in the industry by being “disciplined” in their fields of Systems engineering, technical management, and engineering analysis processes and capabilities. By SGT saying “success of our partnerships” and “reliable” they are giving mention to their philosophy, self-concept, and public image of being able to be a dependable entity that can be relied upon by their customers the government because SGT is willing to work together to achieve the governments goals. The general attitude of SGT’s mission statement is that are very serious about providing exemplary service to the government industry through the services that they offer. Vision statements are somewhat like mission statements, a vision statement helps to describe the organization's purpose and also include the organization values. Vision statements should give direction for employee behavior and helps provide inspiration for an organization. But the main question a Vision statement should answer is the question “what do we want to become?” (David, 2011, p. 43) SGT’s vision statement is “To be the premier partner of the federal government providing high value technical solutions that advance the state of humanity and human knowledge.” (SGT, 2012). I feel SGT’s vision statement does answer the question of what they want to become. They want to become a premier partner of the federal government. I do also feel however that SGT’s vision statement does not include organizational values, which are more clearly stated in the mission statement. They do state that they want to

enhance technical solutions to advance humanity and human knowledge and that does give me an idea that their company does care about the wellbeing of mankind but it leaves me feeling vague of their values to help inspire the employees. I feel SGT's vision statement is more catered to inspire loyalty from their shareholders instead of their employees. SGT does have a section on their page about corporate responsibility and their philosophy which goes into detail about the companies integrity, and there commitment to the success of their customers and the how highly their value their employees. In conclusion both mission and vision statements are important starting points to an organizations strategic management. They both help to organize the company's goal and future endeavors as well as to inspire their employees when implemented properly. SGT's mission statement displays all the components a good mission statement should, their vision statement however is lacking in employee inspiration. SGT should have incorporated some of their philosophies within the vision for the company for it to be more in alignment of what a good vision should inspire. References: David, F. R. (2011). Strategic management. (13th ed.). New Jersey: Prentice Hall. (2012). Sgt mission and vision. SGT. Retrieved from <http://www.sgt-inc.com/gen.php?pageid=10>