

“Impact of Mission and Vision on an Organization”

Dr. Har Bakhsh Makhijani¹, Dr. Mubeena Pathan², Dr. Barkatullah Qureshi³, Dr. Iqbal Ahmed Panhwar⁴, Aftab Alam⁵, Dr. Murad Iqbal Panhwar⁶

¹Department of Media and Communication studies, University of Sindh, Jamshoro

^{2,3}Information Technology Centre, Sindh agriculture, University TandoJam

⁴ Department of Management Sciences, Bahria University, Karachi, Pakistan

^{5,6}Newports Institute of Communications and Economics, Karachi

Abstract: It is necessary and very important to know that people serving for an organization, but they have very selected awareness about “vision and mission”. Many of those who have little idea about the main purpose or importance of mission and vision, and matter of fact that there is no organizational or social obligation for employees to know, follow or achieve the vision and mission objectives. As shared and exchanged this topic with my present and ex - colleagues to know and awareness of the importance of it, and regarding benefit this is very essential for any employee from top to bottom to at least aware of it. For gaining an experience not only from research, survey, literatures or articles, I testified this topic with my present and ex - colleagues to know the real outcome of it. To know organization’s mission & vision and testified targeted organization, it’s quite relax and visionary that at least they have some recognition, direction and aspiration that what they are doing, remember, committed and emphasize priority wise in their strategic planning and daily routine work, no doubt about that all our activities or efforts to an end for gaining profit / purse. The main idea for this topic to know how the mission and vision impact & parallel familiar with organization and this is really hard to find what is the exact impact or outcome of it. The vision and mission statements references are taking from worlds prominent companies, how emphasize these statements and impact of mission and vision on an organization, and to find meanings and purposes of these statements, how much they against and relevant with each other, particularly what impact of mission and vision on an organization, these are the basic questions that raises in our minds and many organizations pay agencies or consulting companies for millions of dollars to educate and advise them, skill elegant plans to decorate their structures and motivate their personnel and management. The idea “Impact of mission and vision on an organization” as taken from a famous company’s vision and mission statement and the main cause and purpose of this idea is, that there are some interesting points that gives an attraction to know what is the reality in it and how our present or ex-colleges and other organizations departments employees remember these mission and vision statements that we remember, committed and rationalize priority wise in our daily life. The main purpose for this topic to know the how familiarize the organization through these vision and mission and many companies run without any direction or rather awareness or knowhow the company direction. Its better and prefer to keep the standard and ethics in this research project to fulfill the organization internal policies and this is also not only for our but many of others organizations policies also. I would like to refer this famous company’s vision, mission that already published worldwide and its familiarity and ranking that already published in world’s famous web sites, there are a few brief descriptions of “CH2MHILL” company that published in prominent websites.

[Har Bakhsh Makhijani, Mubeena Pathan, Barkatullah Qureshi, Iqbal Ahmed Panhwar, Aftab Alam, Murad Iqbal Panhwar. **Impact of Mission and Vision on an Organization.** *J Am Sci* 2015;11(9):51-57]. (ISSN: 1545-1003). <http://www.jofamericanscience.org>. 7

Key words: Mission & Vision Aspiration Visionary Strategic planning Profit / Purse

Introduction

It is necessary and very important to know that people serving for an organization, but they have very selected awareness about “vision and mission”. Many of those who have little idea about the main purpose or importance of mission and vision, and matter of fact that there is no organizational or social obligation of any employee to know, follow or achieve the vision and mission objectives. As discussions, researching and philosophy of this topic, it’s really like an ocean, and regarding benefit for this, it is most essential for an organization’s employees to fully or at least aware of it,

further for gaining an experience not only from their own organization they can also consult through research, survey, literatures or articles to increase the awareness and importance of it.

As shared and exchanged this topic with my present and ex - colleagues to know the importance of it. As mentioned above the organization’s mission & vision its quite relaxed and visionary that at least we have some recognition, direction and aspiration and what we are doing, remember, committed and emphasize priority wise in our strategic planning and daily routine work, no doubt about that all our

activities or efforts to an end for gaining profit / purse. The main idea for this topic to know how the mission and vision impact & parallel familiar with organization and this is really hard to find what is the exact impact or outcome of it. History of Mission and vision statements is very old or we can say that it starts from the beginning of the world and without knowing or saying these statements are built-in human minds and no doubt about that these statements are very much interlinked. Without vision and mission there is no job that can be started or finished, what is mission and vision that already briefed and world known, the problem is that how we interpreted, related and adapting these statements through organization perspective.

Review Literature:

The vision and mission statements references are taken from worlds prominent companies, how emphasize these statements and impact of mission and vision on an organization, and to find meanings and purposes of these statements, how much they align and relevant with each other, particularly what impact of mission and vision on an organization, these are the basic questions that raises in our minds and many organizations pay agencies or consulting companies for millions of dollars to educate and advise them, skill elegant plans to decorate their structures and motivate their personnel and management.

The idea "Impact of mission and vision on an organization" as taken from a famous company's vision and mission statement and the main cause and purpose of this idea is, that there are some interesting points that gives an attraction to know what is the reality in it and how our present or ex-colleagues and other organizations departments employees remember these mission and vision statements that we remember, committed and rationalize priority wise in our daily life. The main purpose for this topic to know the how familiarize the organization through these vision and mission and many companies run without any direction or rather awareness or knowhow the company direction. Its better and prefer to keep the standard and ethics in this research project to fulfill the organization internal policies and this is also not only for our but many of others organizations policies also. For emphasizing subject matter refer these famous companies' visions, mission's statements that already published worldwide and their familiarity and ranking well known and published on world's famous web sites. The research regarding mission and vision are parallel familiar with the organization name due to unique single statement of mission or vision. The idea "Impact of mission and vision on an organization" I have taken from number of famous companies vision and mission statements and the main cause and purpose of this idea is, that there are some interesting points that gives an attraction to know what is the reality in it

and how our present or ex-colleagues and other organizations departments employees remember these mission and vision statements that we remember, committed and rationalize priority wise in our daily life. The main purpose for this topic to know what impact or relation the organization through these vision and mission and once again after discussion of many peoples it's really astonishing that many companies run without any direction or rather awareness or knowhow what is their real direction. As we prefer and remember to keep the standard and ethics in this research project to fulfill the organization internal policies and this is also not only for our but many of others organizations policies also. I would like to refer this famous company's vision, mission that already published worldwide and its familiarity and ranking that already published in world's famous web sites, there are a few brief descriptions of "CH2MHILL" company that published in prominent websites.

Vision Statements of Prominent Companies:

"Oxfam: A just world without poverty"

"Feeding America: A hunger-free America "

"Human Rights Campaign: Equality for everyone "

"National Multiple Sclerosis Society: A World Free of MS "

"Alzheimer's Association: Our vision is a world without Alzheimer's "

"Habitat for Humanity: A world where everyone has a decent place to live."

"Oceana seeks to make our oceans as rich, healthy and abundant as they once were."

"Make-A-Wish: Our vision is that people everywhere. Will share the power of a wish"

"San Diego Zoo: To become a world leader at connecting people to wildlife and conservation."

"The Nature Conservancy: Our vision is to leave a sustainable world for future generations."

"Ducks Unlimited is wetlands sufficient to fill the skies with waterfowl today, tomorrow and forever."

"In Touch Ministries: proclaiming the Gospel of Jesus Christ to people in every country of the world."

"NPR, with its network of independent member stations, is America's pre-eminent news institution"

"World Vision: For every child, life in all its fullness; our prayer for every heart, the will to make it so"

"Teach for America: One day, all children in this nation will have the opportunity to attain an excellent education. "

"ASPCA: That the United States is a humane community in which all animals are treated with respect and kindness. "

"Cleveland Clinic: Striving to be the world's leader in patient experience, clinical outcomes, research and education."

“Goodwill: Every person has the opportunity to achieve his/her fullest potential and participate in and contribute to all aspects of life. “

“Smithsonian: Shaping the future by preserving our heritage, discovering new knowledge, and sharing our resources with the world “

“WWF: We seek to save a planet, a world of life. Reconciling the needs of human beings and the needs of others that share the Earth”

“Save the Children: Our vision is a world in which every child attains the right to survival, protection, development and participation. “

“Kiva: We envision a world where all people – even in the most remote areas of the globe – hold the power to create opportunity for themselves and others.”

“Leukemia & Lymphoma Society: Cure leukemia, lymphoma, Hodgkin’s disease and myeloma, and improve the quality of life of patients and their families. “

“Boy Scouts of America: To prepare every eligible youth in America to become a responsible, participating citizen and leader who is guided by the Scout Oath and Law. “

“Charity: water believes that we can end the water crisis in our lifetime by ensuring that every person on the planet has access to life’s most basic need — clean drinking water.”

“Clinton Foundation: To implement sustainable programs that improve access worldwide to investment, opportunity, and lifesaving services now and for future generations. “

“VFW: Ensure that veterans are respected for their service, always receive their earned entitlements, and are recognized for the sacrifices they and their loved ones have made on behalf of this great country. “

“Special Olympics: To transform communities by inspiring people throughout the world to open their minds, accept and include people with intellectual disabilities and thereby anyone who is perceived as different. “

“Creative Commons: Our vision is nothing less than realizing the full potential of the Internet — universal access to research and education, full participation in culture — to drive a new era of development, growth, and productivity.”

“Amnesty International: Amnesty International’s vision is of a world in which every person enjoys all of the human rights enshrined in the Universal Declaration of Human Rights and other international human rights instruments. “

Mission Statements of Prominent Companies:

“TED: Spreading Ideas. “

“Smithsonian: The increase and diffusion of knowledge.”

“USO lifts the spirits of America’s troops and their families.”

“Life strong: To inspire and empower people affected by cancer.”

“Invisible Children: To bring a permanent end to LRA atrocities.”

“The Humane Society: Celebrating Animals, Confronting Cruelty. “

“Wounded Warrior Project: To honor and empower wounded warriors.”

“Oxfam: To create lasting solutions to poverty, hunger, and social injustice. “

“Best Friends Animal Society: A better world through kindness to animals.”

“CARE: To serve individuals and families in the poorest communities in the world. “

“The Nature Conservancy: To conserve the lands and waters on which all life depends. “

“JDRF: To find a cure for diabetes and its complications through the support of research.

Environmental Defense Fund: To preserve the natural systems on which all life depends.

Public Broadcasting System (PBS): To create content that educates, informs and inspires.”

“National Wildlife Federation: Inspiring Americans to protect wildlife for our children’s future.”

“American Heart Association: To build healthier lives, free of cardiovascular diseases and stroke.

Heifer International: To work with communities to end hunger and poverty and care for the Earth.”

“ASPCA: To provide effective means for the prevention of cruelty to animals throughout the United States. “

“Kiva: We are a non-profit organization with a mission to connect people through lending to alleviate poverty. “

“New York Public Library: To inspire lifelong learning, advance knowledge, and strengthen our communities.

Defenders of Wildlife is dedicated to the protection of all native animals and plants in their natural communities. “

“March of Dimes: We help moms have full-term pregnancies and research the problems that threaten the health of babies.”

“Monterey Bay Aquarium: The mission of the non-profit Monterey Bay Aquarium is to inspire conservation of the oceans. “

“Amnesty International: To undertake research and action focused on preventing and ending grave abuses of these rights.

American Diabetes Association: To prevent and cure diabetes and to improve the lives of all people affected by diabetes. “

“Charity: water: We’re a non-profit organization bringing clean, safe drinking water to people in developing countries. “

“Cleveland Clinic: To provide better care of the sick, investigation into their problems, and further education of those who serve.”

“In Touch Ministries: To lead people worldwide into a growing relationship with Jesus Christ and to strengthen the local church. “

“Human Rights Campaign is America’s largest civil rights organization working to achieve lesbian, gay, bisexual and transgender equality. “

“Teach for America is growing the movement of leaders who work to ensure that kids growing up in poverty get an excellent education. “

“National Parks Conservation Association: to protect and enhance America’s National Park System for present and future generations. “

“Save the Children: To inspire breakthroughs in the way the world treats children and to achieve immediate and lasting change in their lives.”

“The U.S. Fund for UNICEF fights for the survival and development of the world’s most vulnerable children and protects their basic human rights. “

“Feeding America: To feed America’s hungry through a nationwide network of member food banks and engage our country in the fight to end hunger. “

“Creative Commons develops, supports, and stewards legal and technical infrastructure that maximizes digital creativity, sharing, and innovation.”

“Make-A-Wish: We grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy.”

“AARP: To enhance quality of life for all as we age. We lead positive social change and deliver value to members through information, advocacy and service.”

“American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.”

“Leukemia & Lymphoma Society: Cure leukemia, lymphoma, Hodgkin’s disease and myeloma, and improve the quality of life of patients and their families. “

“Habitat for Humanity International: Seeking to put God’s love into action, Habitat for Humanity brings people together to build homes, communities and hope.”

“National Multiple Sclerosis Society: We mobilize people and resources to drive research for a cure and to address the challenges of everyone affected by MS.”

“San Diego Zoo is a conservation, education, and recreation organization dedicated to the reproduction, protection, and exhibition of animals, plants, and their habitats. “

“Audubon: To conserve and restore natural ecosystems, focusing on birds, other wildlife, and their habitats for the benefit of humanity and the earth’s biological diversity.”

“Boy Scouts of America: To prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law. “

Mayo Clinic: To inspire hope and contribute to health and well-being by providing the best care to every patient through integrated clinical practice, education and research.

“Susan G Komen for the Cure is fighting every minute of every day to finish what we started and achieve our vision of a world without breast cancer.”

“Ducks Unlimited conserves, restores, and manages wetlands and associated habitats for North America’s waterfowl. These habitats also benefit other wildlife and people. “

“Doctors without Borders (Médecins Sans Frontières) works in nearly 70 countries providing medical aid to those most in need regardless of their race, religion, or political affiliation. “

“NPR: To work in partnership with member stations to create a more informed public – one challenged and invigorated by a deeper understanding and appreciation of events, ideas and cultures. “

“The Rotary Foundation: To enable Rotarians to advance world understanding, goodwill, and peace through the improvement of health, the support of education, and the alleviation of poverty.”

CH2MHill:

Our Mission:

“We are a global project delivery company, helping our clients build a better and more sustainable world.

Our Vision:

Best place to work and best client experience

Most respected company in our industry

What Do We Value?

Governing Values (Our Priorities)

Respect: Civil, ethical workplace--delivering sustainable excellence based on the Little Yellow Book philosophy

Delivery Excellence: Client-driven quality, delivered safely in the "CH2M HILL Way"

Employee Control: Responsible financial management providing long-term company stability and agility to invest/grow where we choose “

“Our Philosophy:

- Be the most respected company in our industry

- Promote a safe, healthy, and environmentally aware culture

- Preserve the Little Yellow Book philosophy

- Commit to ethics and integrity

- Strengthen civility in the workplace

- Enhance careers through professional development and advancement opportunities

- Support an inclusive, stimulating, and creative work environment that values diversity
- Empower employees to live the vision and strategy by providing tools, information, and resources
- Commit to sustainable business practices

How We Practice Our Philosophy:

Our People:

- Work with a "safety first" mindset
- Possess a strong moral compass
- Innovate and exhibit thought leadership
- Value diversity
- Volunteer in our communities

Our Community Partners and Clients:

- Experience us as a high integrity, loyal and trusted partner
- Experience a culture of collaboration when they work with us
- Receive value from our work
- Receive value from our community partnerships

Our Planet:

- Benefits from the sustainable solutions we provide

Findings:

The basic theme and impact of mission and vision on an organization is compulsory and mandatory as shown in research references. Further elaborate for the research findings that mission and vision are the fundamental and base of the organization. Mission and vision statements of different organizations are showing as foot print of the organization structure and directions of the organization, the existence and future of the organization is just like a developing a picture through mission and vision.

- **Aspiration (Our Vision)**
 - **Commitment**
 - **Priority (Our Mission)**
 - **Strategy**
 - **End to Control, profit or Purse (Our Reward)**
- 

Research Design:

Research design is based on (Mixed Method Approach), Primary data collection specially from top of the management and as well as any concerned employee of the organization that direct or indirect involve with the vision and mission of a company, further that it should be in mind that the real understanding of the impact of vision and mission on

an organization it's a really tough question and very difficult to answer for it.

This research and topic inclining to use mixed method approach, extracted and evaluated the critical tasks and objectives as per previous researches and for new research or for primary data collection from a prominent organization to minimize the gap between the old one and tie up with this latest research, and further to minimize the problematic distances, the parameter of this topic is very vast and endless and regarding of vision and mission there are thousands of researchers who focused and highlighted the facts and figures on it. Basically mission and vision played vital role for building an organization, a single statement or a unique slogan of mission and vision introduce organization into the world and organization known, fame or recognized through its single statement. Impact of mission and vision on an organization is evident and its relevancy much more benefit and flourishing the organization.

Philosophy:

Philosophy of mission and vision on an organization is that how these statements interlinked with the ideas, objectives, goals, planning, strategy, and written documents that the management set out for an organization.

Philosophy of mission and vision is a perfect combination i.e. a journey or tour that how to make possible to reach the desired destination, its requirement is that what we have and according to the possession or existence we will make possible to achieve our targeted destination.

Mixed Method Approach:

This research is purely based on Mixed Method approach and as mentioned the parameter of the topic, there are already thousands of books and articles published on it, but the question is remain that how we remember or understand this vision and mission related to the organization is very essential, crucial and important.

Primary Data Collection and Analyzing Techniques

- A) Primary Data collection for this research paper through questionnaire and
- The location of survey is one of the prominent organization.
- B) For data analyzing using SPSS and Views.

Questionnaires:

1. Our vision & mission is that we have the better place to work and best client dealing, morally high & respected organization globally.
2. Our vision, missions & priorities are that we are a global projects delivery organization, helping our customers /clients, Customer / Client-driven quality, ability and delivered timely and as well as safely.

3. Our strategy is that to enhance careers through professional training, development and advancement opportunities, help an inclusive, stimulating, healthy, creative work environment that values diversity, motivate, guide and empower employees to live the mission, vision and strategy by providing tools, techniques, information and resources.

4. Our priority, reward and profit is that we are all well work independent, responsible financial management providing long-term organization stability, sustainability and agility to invest / grow where we like.

5. We are all well aware of our vision, mission and organization based activities.

Conclusion

The conclusion and bottom line of this research revealing that mission and vision statements are most essential parts of the organization, companies are fame, retained and recognized with these statements. Impact of mission and vision evident and many organizations uses these statements to show their names in the world. A unique word, statement or slogan through mission and vision lift the organization and this single statement leading organization in the world. To make proto type of research paper for minimizing the gaps rapidly and furthermore it's also benefit for direction, evaluation and strengthening of organization.

References:

1. ASPCA: That the United States is a humane community in which all animals are treated with respect and kindness.
2. Cleveland Clinic: Striving to be the world's leader in patient experience, clinical outcomes, research and education.
3. Goodwill: Every person has the opportunity to achieve his/her fullest potential and participate in and contribute to all aspects of life.
4. Smithsonian: Shaping the future by preserving our heritage, discovering new knowledge, and sharing our resources with the world
5. WWF: We seek to save a planet, a world of life. Reconciling the needs of human beings and the needs of others that share the Earth
6. Save the Children: Our vision is a world in which every child attains the right to survival, protection, development and participation.
7. Kiva: We envision a world where all people – even in the most remote areas of the globe – hold the power to create opportunity for themselves and others.
8. Leukemia & Lymphoma Society: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.
9. Boy Scouts of America: To prepare every eligible youth in America to become a responsible, participating citizen and leader who is guided by the Scout Oath and Law.
10. Charity: water believes that we can end the water crisis in our lifetime by ensuring that every person on the planet has access to life's most basic need — clean drinking water.
11. Clinton Foundation: To implement sustainable programs that improve access worldwide to investment, opportunity, and lifesaving services now and for future generations.
12. VFW: Ensure that veterans are respected for their service, always receive their earned entitlements, and are recognized for the sacrifices they and their loved ones have made on behalf of this great country.
13. Special Olympics: To transform communities by inspiring people throughout the world to open their minds, accept and include people with intellectual disabilities and thereby anyone who is perceived as different.
14. Creative Commons: Our vision is nothing less than realizing the full potential of the Internet — universal access to research and education, full participation in culture — to drive a new era of development, growth, and productivity.
15. Amnesty International: Amnesty International's vision is of a world in which every person enjoys all of the human rights enshrined in the Universal Declaration of Human Rights and other international human rights instruments.
16. National Wildlife Federation: Inspiring Americans to protect wildlife for our children's future.
17. American Heart Association: To build healthier lives, free of cardiovascular diseases and stroke.
18. Heifer International: To work with communities to end hunger and poverty and care for the Earth.
19. ASPCA: To provide effective means for the prevention of cruelty to animals throughout the United States.
20. Kiva: We are a non-profit organization with a mission to connect people through lending to alleviate poverty.
21. New York Public Library: To inspire lifelong learning, advance knowledge, and strengthen our communities.
22. Defenders of Wildlife are dedicated to the protection of all native animals and plants in their natural communities.
23. March of Dimes: We help moms have full-term pregnancies and research the problems that threaten the health of babies

24. Monterey Bay Aquarium: The mission of the non-profit Monterey Bay Aquarium is to inspire conservation of the oceans.
25. "Amnesty International: To undertake research and action focused on preventing and ending grave abuses of these rights.
26. American Diabetes Association: To prevent and cure diabetes and to improve the lives of all people affected by diabetes.
27. Charity: water: We're a non-profit organization bringing clean, safe drinking water to people in developing countries.
28. Cleveland Clinic: To provide better care of the sick, investigation into their problems, and further education of those who serve.
29. In Touch Ministries: To lead people worldwide into a growing relationship with Jesus Christ and to strengthen the local church.
30. Human Rights Campaign is America's largest civil rights organization working to achieve lesbian, gay, bisexual and transgender equality.
31. Teach for America is growing the movement of leaders who work to ensure that kids growing up in poverty get an excellent education.
32. National Parks Conservation Association: to protect and enhance America's National Park System for present and future generations.
33. Save the Children: To inspire breakthroughs in the way the world treats children and to achieve immediate and lasting change in their lives.
34. The U.S. Fund for UNICEF fights for the survival and development of the world's most vulnerable children and protects their basic human rights.
35. Feeding America: To feed America's hungry through a nationwide network of member food banks and engage our country in the fight to end hunger.
36. Creative Commons develops, supports, and stewards legal and technical infrastructure that maximizes digital creativity, sharing, and innovation.
37. Make-A-Wish: We grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy
38. AARP: To enhance quality of life for all as we age. We lead positive social change and deliver value to members through information, advocacy and service.
39. "American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors."
40. Leukemia & Lymphoma Society: Cure leukemia, lymphoma, Hodgkin's disease and myeloma, and improve the quality of life of patients and their families.
41. "Habitat for Humanity International: Seeking to put God's love into action, Habitat for Humanity brings people together to build homes, communities and hope."
42. National Multiple Sclerosis Society: We mobilize people and resources to drive research for a cure and to address the challenges of everyone affected by MS.
43. San Diego Zoo is a conservation, education, and recreation organization dedicated to the reproduction, protection, and exhibition of animals, plants, and their habitats.
44. Audubon: To conserve and restore natural ecosystems, focusing on birds, other wildlife, and their habitats for the benefit of humanity and the earth's biological diversity.
45. "Boy Scouts of America: To prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law. "
46. Mayo Clinic: To inspire hope and contribute to health and well-being by providing the best care to every patient through integrated clinical practice, education and research.
47. Susan G Komen for the Cure is fighting every minute of every day to finish what we started and achieve our vision of a world without breast cancer.
48. Ducks Unlimited conserves, restores, and manages wetlands and associated habitats for North America's waterfowl. These habitats also benefit other wildlife and people.
49. Doctors without Borders (Médecins Sans Frontières) work in nearly 70 countries providing medical aid to those most in need regardless of their race, religion, or political affiliation.
50. NPR: To work in partnership with member stations to create a more informed public – one challenged and invigorated by a deeper understanding and appreciation of events, ideas and cultures.
51. The Rotary Foundation: To enable Rotarians to advance world understanding, goodwill, and peace through the improvement of health, the support of education, and the alleviation of poverty."

8/22/2015