

Fictional Discussion Board Assignment

This is a fictitious discussion board assignment. There are 5 students posting and replying to the Mission and Vision Statements (Individual) assignment:


- Student 1: Donald Duck
- Student 2: Hermione Granger
- Student 3: Luke Skywalker
- Student 4: Leslie Knope
- Student 5: Tyrion Lannister

Published

Edit

This is a graded discussion: 10 points possible

due -



Mission and Vision Statements (Individual)

Dr. Beth Wilson

14

In module 1, we discussed mission statements and vision statements. Find a company's mission and vision statements and post a critique. Identify what you like about these statements, what concerns you have, and what suggestions you would make to improve it.

After you have posted, you need to reply to at least 2 other posts.




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Assignment Rubric Details

Discussion Board Conversation					  
Criteria	Ratings				Pts
Conversation timing	Original post is early (Friday 11:59pm) or another student replies 2.0 pts		Original post by the deadline 1.0 pts	No Marks 0.0 pts	2.0 pts
Original post addresses question(s) view longer description	Excellent original post 5.0 pts	Good original post 3.0 pts	Addresses most of questions 1.0 pts		5.0 pts
Replies view longer description	Excellent replies 3.0 pts	Reply to at least 2 other students 2.0 pts		Reply to 1 other student 1.0 pts	3.0 pts
Total Points: 10.0					



Donald Duck

Tuesday



Toyota Mission Statement: "Create vehicles that are popular with consumers."

Toyota Vision Statement: "Toyota will lead the way to the future of mobility, enriching lives around the world with the safest and most responsible ways of moving people. Through our commitment to quality, constant innovation and respect for the planet, we aim to exceed expectations and be rewarded with a smile. We will meet our challenging goals by engaging the talent and passion of people, who believe there is always a better way."

Likes: The mission statement is concise and meaningful as a business goal. As we learned in the lecture, the purpose of a company is to make money. If Toyota is successful in creating "vehicles that are popular with consumers," then they are likely to make money, be successful, and remain viable as a company.

The vision statement is also concise and is meaningful as a statement of what the company will be in the future. The reference to "the future of mobility" implies that the future range of products may include innovative approaches to "mobility." Both the mission statement ("vehicles") and vision statement ("ways of moving people") use words that do not limit the company products to be automobiles.

Concerns: As written, the last 2 sentences in the vision statement seem unnecessary. While it is nice to "be rewarded with a smile," this does not necessarily reflect a future state of a business. It feels to me as if there was a group of people involved in writing this statement and the resulting vision statement was a compromise to make sure that the words quality, innovation, respect for the planet, talent, and people were included.

Suggestions: The vision statement would be more compelling if it were shorter and better reflected a future state. The last 2 sentences could be combined as follows:

Our talented workforce will find innovative ways to grow the company portfolio of quality products to increase shareholder value while showing respect for the planet.

Reply



Hermione Granger

Wednesday



Toyota's vision statement indicates the long-term direction of the business. Toyota's mission statement focuses on products. The mission statement is aligned to its vision statement.

Reply



Luke Skywalker

Friday



I agree that the vision statement is too long.

Reply



Leslie Knope





Leslie Knope

Saturday



Toyota creates popular cars and promotes them in regular ads that show many balloons and enthusiastic people. The Prius was especially popular as a hybrid model. The Toyota Corolla has also been a popular model with a high trade-in value.

◀ Reply 👍



Hermione Granger

Wednesday



Starbucks's mission statement is:

To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.

Starbucks's vision statement is:

To establish Starbucks as the premier purveyor of the finest coffee in the world while maintaining our uncompromising principles while we grow.

Starbucks Coffee's mission statement and vision statement reflect the company's emphasis on leadership in the coffeehouse industry. The firm's mission statement serves as an indicator of what the company wants to do at the core of its business. On the other hand, Starbucks Coffee's vision statement shows what the company wants to achieve in the future. In this regard, through the mission statement and vision statement, the firm guides the activities of employees, and shows customers what the business is capable of doing. In particular, the Starbucks Coffee mission statement shows customers the benefit that they can get from the company.

There is concern about satisfying the finest coffee in the world component of this vision statement. While Starbucks has one of the finest coffees in the world, the company must continue evolving to improve its products. The company's mission statement is simplistic. It does not present approaches that Starbucks Coffee uses in its business.

The company should change its vision statement to reflect the growing array of products it now offers, such as Starbucks merchandise sold at grocery stores. Starbucks Coffee can improve its mission statement by adding more details to show how the company inspires and nurtures the human spirit.

◀ Reply 👍



Donald Duck

Thursday



The Starbucks team could benefit from the approach I described for Toyota. The Toyota vision statement describes "the future of mobility" which means more than just cars. Since Starbucks is offering more products than coffee and offering it in grocery stores in addition to their stores, the vision statement should include this expansion strategy.

◀ Reply 👍



Luke Skywalker





Luke Skywalker

Friday



I agree that it would be hard to be the finest coffee in the world.

◀ Reply 👍



Leslie Knope

Saturday



Starbucks Coffee might be widely regarded as the best of the quick service coffee chains, there are many people who prefer the taste of other brands. One might even say that the popularity of Starbucks has more to do with their branding than the quality of their actual product, considering the trends in young people posting pictures on social media of their cups as a sort of social status symbol. In fact, Starbucks seems to prioritize its attention on coming out with seasonal specialty drinks or different cup designs as a way to hype up their product, rather than focusing on the actual quality of the coffee itself. At this point, people are going to buy their overpriced pumpkin spice lattes more for brand loyalty and likes on their Instagram post with disregard to the quality of the coffee.

◀ Reply 👍



Luke Skywalker

Friday



Nike's mission statement is "To bring inspiration and innovation to every athlete* in the world." The asterisk leads to a quote that from the Nike co-founder that reads: "'If you have a body, you are an athlete'" implying that the mission statement applies to everyone.

I like the way the company wants to bring inspiration with its products. The innovation is clear in the way new products are introduced each year.

◀ Reply 👍



Hermione Granger

Saturday



Nike's mission statement has evolved over time to accurately represent the company's business situation.

◀ Reply 👍



Leslie Knope

Saturday



I have selected the Coca Cola Company to critique the mission and vision statements.

Coca Cola Mission: "Our Roadmap starts with our mission, which is enduring. It declares our purpose as a company and serves as the standard against which we weigh our actions and decisions.

To refresh the world...

To inspire moments of optimism and happiness...

To create value and make a difference."

Coca Cola Vision: "Our vision serves as the framework for our Roadmap and guides every aspect of our business by describing what we need to accomplish in order to continue achieving sustainable, quality growth.

People: Be a great place to work where people are inspired to be the best they can be.

Portfolio: Bring to the world a portfolio of quality beverage brands that anticipate and satisfy people's desires and needs.

Partners: Nurture a winning network of customers and suppliers, together we create mutual, enduring value.

Planet: Be a responsible citizen that makes a difference by helping build and support sustainable communities.

Profit: Maximize long-term return to shareowners while being mindful of our overall responsibilities.

Productivity: Be a highly effective, lean and fast-moving organization."

I like how the mission statement talks about refreshing the world and providing inspiration. The company uses the mission statement as a means to declare the company's purpose. They use the mission statement to influence business decisions.

The vision statement talks about being a great place to work and being a responsible citizen. It expands on this to focus on people, portfolio, partners, planet, profit, and productivity. The company uses the vision statement as a roadmap to guide every aspect of the business.

I'm concerned that value is discussed in both the mission and vision statement. The mission is to create value and make a difference. The vision for partners is to create mutual, enduring value. These seem very similar.

I suggest that the vision statement be shorter and not duplicate the value creation part of the mission statement.

◀ Reply 👍



Donald Duck





Donald Duck

Saturday



I agree that the vision and mission statement have similar themes. In fact, the Coca Cola vision statement seems more like a mission statement. According to the lecture material, "a mission statement should guide the actions of the organization." The beginning of the Coca Cola vision reads "serves as the framework for our Roadmap and guides every aspect of our business..." That sounds like mission and not vision.

◀ Reply 👍



Tyrion Lannister

Sunday



The vision statement is too long. I'm not sure that a soft drink can "inspire moments of optimism and happiness." I picked McDonalds and they want to be "a favorite place and way to eat and drink" so maybe if they serve inspirational Coca Cola products they can be successful.

◀ Reply 👍



Tyrion Lannister

Sunday



McDonald's mission statement: "Our mission is to be our customers' favorite place and way to eat & drink. We're dedicated to being a great place for our people to work; to being a strong, positive presence in your community; and to delivering the quality, service, cleanliness and value our customers have come to expect from the Golden Arches - a symbol that's trusted around the world."

A mission statement is a statement of purpose for the company. The McDonald's mission statement describes a favorite place and way to eat and drink. The symbol trusted around the world means that the food is predictable no matter where you buy it. The mission statement doesn't mention fast food or low price, so that might be a way to improve the statement.

McDonald's vision statement: "Our overall vision is for McDonald's to become a modern, progressive burger company delivering a contemporary customer experience. Modern is about getting the brand to where we need to be today and progressive is about doing what it takes to be the McDonald's our customers will expect tomorrow. To realize this commitment, we are focused on delivering great tasting, high-quality food to our customers and providing a world-class experience that makes them feel welcome and valued."

A vision statement describes the future position of the company. The McDonald's vision statement does this well focusing on what customers will expect tomorrow. I'm not sure "great tasting, high-quality food" applies to McDonalds. An improvement would be to delete the last sentence.

◀ Reply 👍